

LIFE



ROADWAY REHEARSAL

SEPTEMBER 20, 1948 **20** CENTS
YEARLY SUBSCRIPTION \$6.00

New G-E 4-Lamp package

Easiest way ever to buy light bulbs!



1. EASY TO BUY

This new G-E 4-Lamp package beats everything but a willing husband for making your shopping easier! Contains four factory-tested G-E lamps. Size is plainly marked on the outside. Tuck 'em right into your shopping bag — no wait for wrapping or testing.



2. EASY TO CARRY

Not bulky, no awkward shape, no chance for bulbs to slip out. Sturdy enough to protect bulbs from damage on the way home and after you store 'em away.

Best way yet to stop bulb-snatching!

3. EASY TO USE

G-E 4-Lamp packages stack up nicely on cupboard shelves — bulbs are convenient to get at. And since it's so easy to have G-E lamps on hand, you're always a jump ahead of bulb-snatchers! Remember, General Electric lamp research is always at work to make G-E lamps *Stay Brighter Longer*.

Stock up at this low price **4** 60-WATT BULBS ONLY... **48¢**
60-watt bulbs 12¢ each
List prices subject to Federal tax

LISTEN TO
"WHAT'S MY NAME?",
WITH ARLENE FRANCIS,
SATURDAY EVES., ABC



G-E Lamps
GENERAL GE ELECTRIC

Users get more miles because RESEARCH KEEPS

B.F.

Goodrich

FIRST IN RUBBER

...more comfort, greater safety, too!

More miles! User—after user—after user reports more mileage with B. F. Goodrich tires.

More comfort! Riding tests prove B. F. Goodrich regular tires *ride smoother* than regular tires of other makes.

More safety! Experience shows more safety—thanks to the tougher cord body and the road-gripping, skid-resisting tread.

B. F. G. tires give you MORE for your money because B. F. Goodrich research makes them constantly better and better. And now—with the opening of the world's finest rubber research center—you can look to B. F. G., more than ever, for the newest and best in tires.



39,293 MILES on this B. F. Goodrich tire "—and as you can see, there is plenty of tread left," writes C. E. Watson, of Portland, Oregon.



42,014 MILES! "This mileage is considerably more than I have ever experienced with any tire," writes B. F. Goodrich user M. C. Dameron, Pueblo, Colo.



38,999 MILES on one set of B. F. Goodrich tires... "they are still giving good service... I am more than pleased", writes W. P. Bussart, St. Louis, Mo.



44,000 MILES! T. J. Clifford, Westfield, Mass., feels his B. F. Goodrich tires have given him "a dividend of at least an extra year's service".



ALICE'S ADVENTURES
IN PHILCOLAND

*'How WONDERful!' cried Alice,
'Adjust the shelves
to suit yourself!'*

This Shelf-Adjustability
Made Alice stop and stare.
For Philco Shelf-Control, in truth,
Is quite beyond compare.
You shift the shelves to suit yourself,
And find, to your surprise,
You have *more room* for foods without
Regard to shape or size.
It's one of *many* features
In the line for 'Forty-eight.
Go see them at your dealer's now,
And you'll agree: "They're great!"

PHILCO

Famous for Quality the World Over

© 1948, Philco Corporation

*it's a WONDERful
Refrigerator!*

*"You can
say that again!"*



TWO CRISPER DRAWERS

Deep, glass-covered drawers with stainless-steel slides keep vegetables and fruits fresh and crisp in moist cold.



VEGETABLE BIN

Big, unrefrigerated storage-space for vegetables, cereals, crackers, and the like. More evidence of Philco convenience.



MEAT STORAGE

Deep drawer directly under the Freezer Locker for roasts, chops, and other meats. Keeps them cold, fresh, ready to use.



GIANT FREEZER LOCKER

A huge, clear space for frozen foods. Ice trays on a separate, super-fast freezing shelf. More room than ever!



How many million times today?

MORE than 305 million times today and *every* day, Bell telephone users reach out to make or answer calls.

Day and night, you count on your telephone to work. And it does.

That's because Bell telephone people are old hands at giving good service—

and because Western Electric people have always made good telephones, switchboards and cable.

Ever since 1882, Western Electric has been the manufacturing unit of the Bell System—helping to make your telephone service the best on earth.

This One



1UQL-CB5-LXSJ

MANUFACTURER
of telephone apparatus
for the Bell System.

PURCHASER
of supplies for Bell
telephone companies

DISTRIBUTOR
of Bell telephone appa-
ratus and supplies.

INSTALLER
of Bell System central
office equipment.



Western Electric

A UNIT OF THE BELL



SYSTEM SINCE 1882

For That
GLOW OF HEALTH



All this
IN EVERY CAN OF FLORIDA ORANGE JUICE

1. A gold mine of VITAMIN C
2. Other VITAMINS and MINERALS
3. ENERGY from fruit sugars
4. Helps fight COLDS and FATIGUE
5. Helps maintain ALKALINE reserve
6. Arouses listless APPETITES
7. Stimulates DIGESTIVE juices
8. MILDLY LAXATIVE



© 1948, FLORIDA CITRUS COMMISSION
 Lakeland, Florida

FLORIDA CANNED ORANGE JUICE

ALSO TRY FLORIDA CANNED GRAPEFRUIT JUICE... ORANGE-GRAPEFRUIT BLENDED JUICE... GRAPEFRUIT SECTIONS... TANGERINE JUICE

To Thoughtful Parents of Creative Children . . . Ages 2 to 6, 7 to 11

The Young People's Record Club Offers

Absolutely Free

ONE OF THESE ENCHANTING UNBREAKABLE RECORDS

ARE you one of those thoughtful parents who realizes that a love for music is as natural in little children as their love for play? If so, we offer your child a Young People's Record *absolutely free!* You are not required to pay for the record nor return it. We make this offer to introduce you to an exciting new way to teach your child to enjoy and understand good music. A plan which regularly brings to your home music created with a sincere understanding of children . . . music to play to . . . music to listen to . . . music to sing and dance to . . . and,

most importantly, music your child can *grow with!*

YOUNG PEOPLE'S RECORD CLUB was organized by educators and musicians who understand children as well as music. For the first time, they have created a program which provides children aged 2-to-6 and 7-to-11 with an intelligent and enjoyable approach to the appreciation of good music.

Give your child the guidance he needs now, so that his natural unspoiled taste for music can grow with him—richer and more rewarding throughout the years.

Help Your Child Grow Musically

FREE for Children 2 to 6

THE WALTZING ELEPHANT

While the elephant learns to dance your child will also be learning basic musical rhythms in the most exciting and enjoyable way imaginable!

FREE for Children 7 to 11

THE CONCERTINA

That Crossed The Country

How excited your youngster will be, crossing the plains with four musical adventurers during the famous California Gold Rush — hearing their stories and their wonderful songs!

THE CRITICS APPLAUD:

PARENTS' MAGAZINE—"Many of us have been waiting a long time for such an understanding of children."

NEW YORK TIMES—"The best in children's records."

ASSOCIATION FOR CHILDHOOD EDUCATION—"Recommended as they offer meaningful listening, creative thought, active participation, pure joy."

SAN FRANCISCO CHRONICLE—"These are highly superior productions done with great intelligence, skill and simplicity."

FIRST PRIZE IN THE 1948 ANNUAL RECORD CRITICS' AWARDS—" . . . a major cultural influence."



A DELIGHTFUL NEW RECORD MAILED EVERY MONTH!

Every month Club members receive a new, exclusive, unbreakable record, especially created for their own age level . . . approved by a distinguished Board of Editors, and pre-tested in classrooms and nursery schools. From the very first stages of rhythm and play activity, your child is gradually introduced to delightful and meaningful stories, children songs, orchestral and instrumental selections. Folk lore, music of outstanding American composers and the enchanting treasures of other lands provide an ever-expanding series of delightful musical experiences.

Every record invites your child to sing, dance or play in happy participation with the theme of the music or story. Above all, it must entertain your child, must not be "over his head" or difficult to respond to in any way.

Every record is superbly recorded by outstanding artists on high fidelity, unbreakable 10-inch plastic, permitting even the youngest members to handle them without supervision. Record jackets, de-

lightfully illustrated in color, contain complete lyrics and descriptive notes useful to parents and children alike.

PLEASE ACCEPT ONE OF THESE FREE RECORDS FOR YOUR CHILD

To discover how easily and delightfully you can help your child to a lifetime enjoyment of good music—one that will grow richer and more rewarding throughout the years—simply mail the coupon now. We will promptly send your child the gift record you select, plus a copy of the Club magazine "Record Time," absolutely free. At the same time we will reserve a membership for your child. If your child is not delighted with the record, simply send us a postcard within 10 days cancelling the reservation. Otherwise, as a Club member, your child will receive a new, unbreakable record every month, and we will bill you monthly for only \$1.39 plus 6c postage. Whatever your decision the gift record is your child's to keep — ABSOLUTELY FREE. Give your child the music he needs

and deserves—the "best in children's records," by sending the coupon NOW!



EVERY RECORD PREPARED BY THIS EMINENT BOARD

DR. HOWARD HANSON . . . Outstanding American composer and conductor, Director, Eastman School of Music.

DOUGLAS S. MOORE . . . Noted American composer, Head of Dept. of Music, Columbia University.

DR. RANDOLPH SMITH . . . Educator and Psychologist, Director, Little Red School House and Elizabeth Irwin High School.

GENEVIEVE TAGGARD . . . Noted American poet and teacher.

YOUNG PEOPLE'S RECORD CLUB, Inc.
Dept. 9L, 40 W. 46th St., New York 19, N. Y.

THE WALTZING ELEPHANT

THE CONCERTINA THAT CROSSED THE COUNTRY

Please send FREE record checked above, and reserve a membership in the Club for the child whose name I have indicated. Unless I cancel the reservation within 10 days after receipt of the FREE record, you may send the child a Young People's Record every month and bill me monthly for only \$1.39 plus 6c postage. In any case, the Gift Record is ABSOLUTELY FREE.

Child's Name.....

Address.....

City and State.....

Age.....Date of Birth.....

My Name.....

Address.....

City and State.....

If you wish to enroll your child now and not be billed monthly, enclose \$15.00 for a fully prepaid Annual Membership. Your child will receive the FREE record, together with the first of 12 additional records, one mailed each month.

IN CANADA: YPRC of CANADA LTD., 60 ELGIN ST., OTTAWA, ONTARIO



WHY DID HIS HAIR TURN GREEN?

See

A DORE SCHARY presentation

THE BOY WITH GREEN HAIR

Color by **TECHNICOLOR**

starring

PAT O'BRIEN • ROBERT RYAN • BARBARA HALE and DEAN STOCKWELL
as "The Boy"

Produced by Stephen Ames • Directed by Joseph Losey
Screen Play by Ben Barzman and Alfred Lewis Levitt



LIFE'S REPORTS



EMBATTLED PEDESTRIANS need bullfighter's agility, lion-tamer's courage and gazelle's speed to survive the traffic hazards of Mexico City's streets.

IN MEXICO CITY TRAFFIC IS TERRIFIC

by JOHN STANTON

MEXICO CITY

The rules of the road in Mexico City are really very simple. All you have to remember is that the right of way belongs to the heavier car. Now and then, it is true, one sees a perky little Austin or English Ford dart out into a street crossing, execute a peculiar maneuver or two and put-put away hurriedly, leaving two six-by-six trucks and a heavy bus so entangled that their drivers have to get out and study the situation before they can unwind themselves and get on with it. But these are the exceptions. As a general rule the driver of a Ford has only to worry about the Mercurys, the driver of a Mercury has only to worry about the Lincolns and the driver of a Lincoln has only to worry about the demons who sit behind the wheels of tractors and buses.

The basic trouble with traffic in Mexico is that everybody in this lazy land of eternal sunshine is always in one hell of a hurry. When the average Mexican has a 12 o'clock appointment at the other end of town he leaves his house precisely at 12:10. He roars down main streets, skids through streams of traffic crossing his bows, swerves toward the curb to avoid a *panadero* wiggling along on a bicycle with a huge breadbasket atop his head, and then dashes out toward the center of the street to miss—just barely—a train of burros. Breezing by a corner, he leans out to call an appreciative "ole" to a boy who has let him slide by with a magnificent demonstration of a bullfighter's "pass" and an inch to spare. Then back across the street he cuts to tip his hat to a girl waiting for a bus. His hand is almost continuously on the horn, occasionally beating out the rhythm of the five notes—"shave and a haircut"—which in Mexico convey an unthinkable insult to the mother of anyone so saluted. Not infrequently the same five notes come roaring back at him from the air whistle on a trolley car.

Finally he arrives. He double-parks his car just in front of another car trying to get away from the curb, pulls down the sunshade so that all can see the card attached thereto, which identifies him as the nephew and confidential agent of the friend of a general, and rushes into an office building. There he discovers that the man he has come to see has not yet arrived. The man will rush up later—about an hour later—in just the same sort of hurry. Meanwhile the first driver will have spent a pleasant and occasionally profitable 60 minutes trying to make a date with the secretary.

As he hurtled across the city many interesting things happened to our friend. At one red light an excited little man rushed up to the car window, stuck in a long string of lottery tickets and yelled, "Look señor, the number you have been waiting for! Your license ends in 18 and

CONTINUED ON PAGE 9

The smoothest spread to put on bread



WANT TO SAVE MONEY and still keep your family happily fed? Then margarine can help you. Buy margarine, and there's more money left for other foods. Spread margarine, and you spread good nutrition—fine flavor, too.

Highly digestible, highly nutritious, and liberally fortified with Vitamin A, margarine adds sound food value to every meal. And how easily it spreads! There's no substitute for margarine, *the smoothest spread to put on bread.*

THIS PAGE IS YELLOW so you will again ask yourself, "Why can't I get margarine ready-colored yellow the way I want it?" In fact, this yellow color is to remind you that horse-and-buggy legislation dating back to 1886, through heavy taxation and license fees, restricts the sale of margarine colored by the manufacturer. No other important American food is so penalized and discriminated against.

Nutritious
Margarine
NATIONAL ASSOCIATION OF MARGARINE MANUFACTURERS
Munsey Building, Washington 4, D. C.

2 inches make a big difference!

Plenty of handy space for mixing, preparing, serving! The big Kalamazoo is 40 inches wide—2 inches wider than the average of 26 other leading ranges! It's these 2 magic inches that give you so much more space.

**55 sq. inches
MORE WORK
SPACE**



Every square inch means more room for broiling bigger and juicier steaks, chops, and fish. If you have a big family or like to entertain, the Kalamazoo 40 solves your "Big Meal" problem.



**36 sq. inches
MORE BROILER**



**42 sq. inches
MORE OVEN**

Imagine baking a whole oven meal at once—meat loaf, three vegetables, and a pie! Or roasting a 25-pound turkey with room to spare! You can do all these things in the giant 18-inch Kalamazoo—because it's 2 magic inches wider than the usual 16-inch oven.

COMPARED WITH 26 LEADING RANGES

Why put up with a little range? Little oven? Little broiler? You can enjoy the roomy spaciousness of the Big KALAMAZOO 40—and at moderate cost! And just look at these wonderful quality features—fluorescent top lamp—interval timer that calls when cooking's done—easy-to-clean, one-piece top—non-clog burners—Thermagic oven heat automatically controlled—famous Flame Ray Broiler—and many, many others!

Kalamazoo Stove and Furnace Co., 564 Rochester Ave., Kalamazoo 8, Mich.

Big new **KALAMAZOO 40** gas range

2 giant storage drawers keep cooking utensils where you use them. Think of the time and steps you save. Drawers float on roller bearings.

Uses city or bottled gas—engineered for the most efficient use of bottled or city gas—gives clean, controlled heat instantly and at low cost.

Write for information on dealer franchises



ELECTRIC RANGES

COMBINATION RANGES

COAL-WOOD RANGES

REFRIGERATORS

FURNACES



HOME APPLIANCES BY

KALAMAZOO

QUALITY LEADERS SINCE 1901



Weston \$22.50

A real travel coat—at home on the Queen Mary or in the reception room. Roomy raglan cut with easy drapes. Specially treated water-repellent gabardine. Choose from 3 Shelters models.



The Windsor \$22.50 The Warwick \$25.00

Shelters

Look for this label



UNITED STATES RUBBER COMPANY
Serving Through Science

LIFE'S REPORTS CONTINUED



WALKING ROADBLOCK is a bird vendor, one of many on streets.

this ticket ends in 18. A sign of luck!" At another red light a tall, slim jitterbug type slid up, spread a handful of photographs in front of him and whispered, "Here they are, señor. The latest pictures from Paris." At another stop a little Indian shoved a plate filled with a pyramid of 20 oranges through the window and shouted, "All yours for a peso!" At still another light another Indian thrust a dead duck through the window, put his hand inside the carcass and pulled out the entrails, splattering the driver with blood. "Señor," he breathed, "fresh duck!"

Our driver paid no attention to the petty annoyances of these street vendors. At every stop light he was busy glaring at the traffic cops, muttering, "Mordelones" ("Biters," meaning bribe-takers).

There are Mexicans who will tell you that every cop in the country accepts *mordidas* (bribes). What would you do if your salary was seven pesos a day (about enough for one meal for a family of four)? And isn't it worth five pesos to avoid a 10-peso fine besides all the trouble in court? Furthermore, bribing has to be done with the proper flourish: you must ask the cop to "pay the fine for me." As one deeply offended cop told a motorist who was in a hurry and trying to get the matter over with, "Offering me five pesos is one thing; trying to bribe me is another."

Even so, Mexicans are wrong about their traffic cops. A large percentage of them will not accept bribes. One cop handed back my license folder, saying politely, "I think a five-peso note slipped in among your papers." So next morning I appeared in downtown traffic court to explain why, even though it was after midnight, I was traveling the wrong way on a one-way street, paid 10 pesos and bought back my tag.

A driver's license in Mexico

CARBURETOR
YELLO-BOLE
REG. U. S. PAT. OFF.
Honey-treated

\$2.50
Pipe is shown larger than actual size

Selected Briar

Smoke from tobacco

Smoke is cooled by mixing with air from Carburetor

Cool air is drawn in through Carburetor

NEW CARBURETOR

For the man with a sensitive tongue. Makes smoke mild.

Carburetor Yello-Bole is a pipe that every man will enjoy smoking. Cool air drawn through the patented* Carburetor keeps the bottom of the bowl dry, so there

is never a "wet heel." The bowl is treated with honey which makes it sweet-smoking from the start. No "breaking-in." So mild and cool-smoking that even a beginner will thoroughly enjoy it. Carburetor Yello-Bole at dealers', \$2.50. A variety of shapes. Other Yello-Boles are Premier \$2.50, Imperial \$1.50, Standard \$1. Kaufmann Bros. & Bondy, Inc., Estab. 1851, 630 Fifth Ave., N. Y. 20, N. Y.

*U. S. PAT. 2,082,106

©1948, KAUFMANN BROS. & BONDY, INC.



This picture of Honey Girl is displayed wherever Yello-Boles are sold.



Identify Yello-Bole Pipes by the Honey-Seal in bowl. It keeps the honey fresh.

CONTINUED ON NEXT PAGE

like cream
hair tonics?



here's
the
cream
of
them
all!

contains Viratol* gives your
hair that "just-combed" look...

all
day
long!



* The perfect
combination
of... keeps
hair in place
without stiffness.

NEW FORMULA WITH VIRATOL* works wonders in the locks of
your hair. It looks natural... it feels natural... and it stays in place.

CONTAINS TRIPLE-A LANOLIN, TOO! Special combination of the
finest ingredients helps relieve loose dandruff, excessive dryness

HOMOGENIZED FOR SMOOTHNESS! Just the right consistency for
year-round easy flow, smoother application.

new Vaseline cream hair tonic

TRADE MARK

LIFE'S REPORTS CONTINUED

consists of a little metal tag containing the driver's picture, fingerprints and description, plus a paper card which is a duplicate of the metal tag. When a cop gives the driver a ticket he takes away the metal tag and the motorist must go to court and buy it back. To issue an overtime-or illegal-parking ticket the cop takes the license plates off the car. It is not a good idea to solder plates on firmly or screw them on too tightly, because if the cop has any trouble taking them off he'll call a police tow car and take away the whole automobile.

There seems to be an unofficial but very effective rule out that tourists don't get tickets for anything less than drunken driving; anyone driving a Mexican-licensed car doesn't find things so easy. "¿Cree Ud. que la carretera es suya?" ("Think you own the road?"), "¿Cree Ud. que esto es un autódromo?" ("Think this is a racetrack?") and "¿Dónde está el incendio?" ("Where is the fire?") are as much part of the Mexican traffic cops' conversational equipment as they are of the American cops'. Actually the Mexicans haven't much to kick about in their traffic cops. They are without doubt the best team motorcycle riders in the world and almost daily they give impromptu exhibitions in the streets, swooping up and down the avenues and around the monuments. And they have things to put up with. A while ago El Gordo (Fatty), the cop who guards the corner of Bolívar and Salvador, strolled over to inform a woman driver that she had endangered the lives of the pedestrians by crossing the white line and to ask for her license. The woman said she hadn't done anything wrong, refused to surrender her license, rolled up the car windows, locked the doors and sat tight. There followed a two-hour battle of wits which had traffic snarled up for blocks around. It ended with El Gordo and his *jefes de delegación* (precinct chiefs), who had been summoned to back him up, slamming their caps on the ground and pleading with the woman through the glass, "Please, señora, just go on. We won't give you a ticket. But please, please, go away from here."

With tourist drivers the cops do their best to be helpful although not always successfully. When a policeman holds his hand in the air here it means that left turns can go. To an American it looks like a stop sign. So daily in Mexico City cops stand with one hand in the air and the other encouragingly beckoning an American car forward while the tourist sits in his



LOOK YOUR BEST
WEAR BEE HATS



FINE QUALITY
FUR FELTS

\$3.00

TO

\$7.50

SEE HAT COMPANY

1021 Washington Ave. • St. Louis 1, Mo.

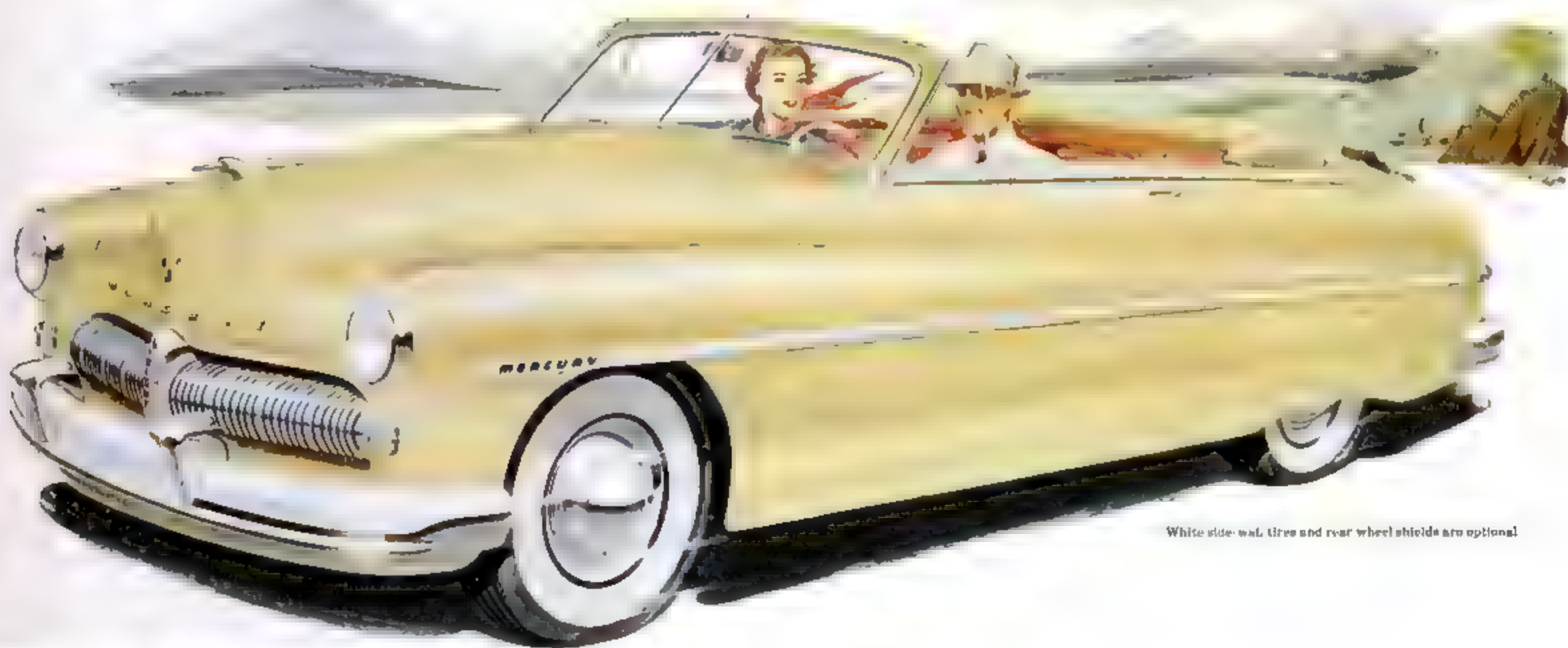


CONTINUED ON PAGE 12

"It's got plenty of get-up-and-go!"

-THAT'S WHAT OWNERS SAY ABOUT THE EXCLUSIVE NEW **MERCURY** ENGINE!

New owners say it's a whirlwind on wheels! They just can't get over its terrific power on hills...its split-second response on the highway...its watchtick smoothness. They claim it's the "sweetest" power plant ever engineered for any car in its class. And it is!



White side-wall tires and rear wheel shields are optional

Make your next car



MERCURY

LINCOLN-MERCURY DIVISION OF FORD MOTOR COMPANY

MERCURY'S NEW 8-CYLINDER, V-type engine is really something to talk about. And so is the surprising *economy* it gives you. But there's more—much more than that to Mercury!

The 1949 Mercury is all-new *all over*! You get all-new *springing*, an all-new "comfort-zone" *ride*, all-new easier *steering*, all-new "super-safety" *brakes*, all-new broader, softer *seating*, all-new increased *visibility*!

Yes, and you'll get all-new *styling* that will steal your heart! See it—and you too will say: *It's Mercury for me!*

New Grand Flavor
New Great Food

TWIN TREAT!



Here's Body-Building Protein

Mother! Never before a cereal like Kellogg's New Corn-Soyal Tops in breakfast cereals for body-building protein! And it's ready to eat! Sweet, rich toasted shreds!

Especially good for children! Corn-Soya is a flavorful blend of high-energy corn with high-

protein soya. We all need protein. But children need it even *more* than adults — to build fine strong bodies!

When mornings grow crisp, send 'em off to school feeling "oh-boya"! Give 'em substantial Corn-Soyal in Family-Size packages.



BACK TO SCHOOL... BACKED UP BY GREAT CORN-SOYA!

NOW YOU'RE CLICKIN', MOM! CORN-SOYA TASTES TOPS!



COME ON! . . . 7 KINDS OF BETTER BREAKFASTS!

In addition to New Corn-Soya, Kellogg's VARIETY PACKAGE offers 6 other "invites" to better school day and workday breakfasts. In wheat, corn, rice. In flakes, shreds, pops. All ready for milk. All taste "just great" . . . and are great nourishment!

Kellogg's
Mother Knows Best!

INCLUDES KELLOGG'S CORN FLAKES, RICE KRISPIES, PEP, SHREDDED WHEAT, BRAN FLAKES, KRUMBLES, CORN-SOYA

NOTHING EVER HELD YOU LIKE ALFRED HITCHCOCK'S ROPE



LIFE'S REPORTS CONTINUED

machine, a helpless look on his face, trying to figure out what to do. The cop climbs down off his box, goes over and patiently explains the whole business—in Spanish. He returns to his box, makes the same gestures, with the result that the tourist still sits there looking more confused than ever. The cop shrugs, climbs down again and goes for a walk around the block. He figures, usually correctly, that if left alone the tourist will get around that corner some way or other.

The real menace of Mexico City traffic is not the cops or the little men who appear whenever a car is trying to get away from a tight squeeze at the curb and call "*Viene, viene, viene*" ("Come on") until the car smashes into the one behind and then roar an approving "*bueno*," accepting a 20-centavo tip for this service. The real menace comes from the buses which jam up in downtown streets like so many elephants in an alley. Right-wing and left-wing Mexico have their separate opinions on the merits of Diego Rivera as an artist, but when he found himself blocked in a Coyoacán street last winter by a bus and proceeded to shoot his way out, the whole country was with him 100%, save maybe a few bus drivers. There was talk of giving him a testimonial dinner.

Whether behind the wheel of a racing bus or a tiny passenger car, Mexicans remain a proud, individualistic people who have yet to adjust themselves fully to the machine age. This was dramatically illustrated not long ago by a general in the Mexican army. He came out of his house one morning to find that his car wouldn't start. Disdaining to send for a mechanic, he whipped out his gun and settled the matter by shooting out all four tires from beneath the creature which had so impudently dared to balk him.



CLOSE SHAVE is given a trolley by a bus driver as normal routine.



See the General Electric Automatic Toaster at your dealer's.

Toast made your way...
KEPT WARM TILL YOU WANT IT!

"Pops up" or keeps warm and crisp!



Want your toast right now? This General Electric Automatic Toaster pops it up. Or set the knob to keep it warm and crisp until you're ready.

Every slice the way you like it!



No matter what's your taste in toast—dark, light, or in-between—you can have it your way every time, whether you toast one slice or twenty. Just set the knob to your preference.

Snap-in tray for quick cleaning!



You can clean this Automatic Toaster in about 10 seconds! The snap-in Crumb Tray whisks in and out. No need to turn the toaster upside down to shake out the crumbs. General Electric Company, Bridgeport 2, Connecticut.

Toast to your taste . . . every time

GENERAL  ELECTRIC

James Stewart is the star.
Presented by **Warner Bros.**
in color by **Technicolor**
A **Transatlantic Pictures**
Production



1 **DURANTE STARTS ACT** with partner Eddie Jackson, calls to an imaginary orchestra, "A little more fortissimo—soft." Then he begins his song, *Umbringo*.



2 **HE FLINGS THE MUSIC** off its stand to the floor and shouts angrily to the conductor "Stop da music, maestro. You are supposed to folly the music, not chase it all over the place."



3 **DURANTE SLAMS HIS COAT** to floor, snarls, "Dat's da trouble wit classy pianos. No tonal quality. No resonance." He wants music "con motto Petrule."



4 **OFF GOES THE TOP** as Eddie Jackson makes a halfhearted effort to restrain the riot of destruction. "No wonder da notes sound smothered up," says Durante. "They can't breathe."



5 **THERE GOES THE KEYBOARD.** Durante is sweating, making wishes for piece-to-portal pay. "Itarl needs a keyboard," he comments. "I play by ear."



6 **PIANO LEG GIVES WAY.** Jackson makes a helpless, placating gesture, but Durante yelps back at his assistant in a frenzy of disgust. "Listen, there'll be no more breppos out of dis box."

SPEAKING OF PICTURES...

... JIMMY DURANTE SHOWS HOW TO WRECK A BABY GRAND



OFF COMES MUSIC RACK as Durante rises shouting, "Dis board looks useless. It interferes with the vibrettos. Mr. Knabe musta put dat dere when Mr. Steinway wasn't looking."



DOWN COMES TOP to the angry comment, "Some careless guy left dat top up. It lets da music out too fast. I'll fix dat." Then he sings snatches of *Umbrigo*.



PEDALS FOLLOW. "Away wit harps," he cries. "I only play one instrument at a time." He sneers at the flimsy construction of the disintegrating piano, calls it "modern bric-a-brac."



KEYBOARD COVER IS NEXT. "Wotta coincidinx. Dis is removable —. I don't know what dis is," he admits as he lifts it, but adds inexorably, "It's got a go."



CHAOS PREVAILS as destruction of the piano is consummated. Jackson stuffs fingers in his ears as Durante howls at the audience, "Run for da hulls, folks. Bedlam is runnin' amuck."



HAPPY AT LAST, with what is left of keyboard, Durante and Jackson wind up singing. "When you worry, send for t moria in a hurry. He sg it lots of time."

*COPYRIGHT 1944 ROBBINS MUSIC CORPORATION

Jimmy Durante's lust for violence is a source of comedy as universally popular and as durable as his outsize nose. The most spectacularly violent of his acts, and one of the best-liked in the 24 years that he has been performing it, is the fearful piano-wrecking number shown on these pages. He estimates that in

his destructive career he has incapacitated enough pianos to fill the orders of a small factory. Durante can play a wide variety of comic roles (for some of them see pictures on page 16), but the full demonic frenzy that grips him in his best performances can never be better seen than when he starts to pound

and maul and tear apart a baby grand, M-G-M says it will have Jimmy demolish no less than eight expensive pianos in its new musical, *You're Beautiful*. People who ask Durante to entertain at parties often take the precaution of procuring an old battered instrument for the bedlam that is certain to follow.

*In as little as
3 Minutes!*

PRELL REMOVES DANDRUFF..

LEAVES HAIR RADIANT!



Your first shampoo with Prell the new Radiant-Creme
leaves hair Radiantly clean, Radiantly soft and smooth!

Doctors' examinations proved that Prell's exclusive formula removes unsightly dandruff in as little as 3 minutes...that regular Prell shampoos control it! And every shampoo with this emerald-clear Radiant-Creme leaves your hair shining with radiance—more radiance than with any soap shampoo, cream or liquid! Hair is so manageable after Prell—smooth and easy to “do.”

A little goes far!

And what economy! Prell goes farther than any other known shampoo, because it's so concentrated. Everybody likes that handy tube—no jars or bottles to break. Get a large size of Procter & Gamble's new Radiant-Creme shampoo today—your whole family will love it!

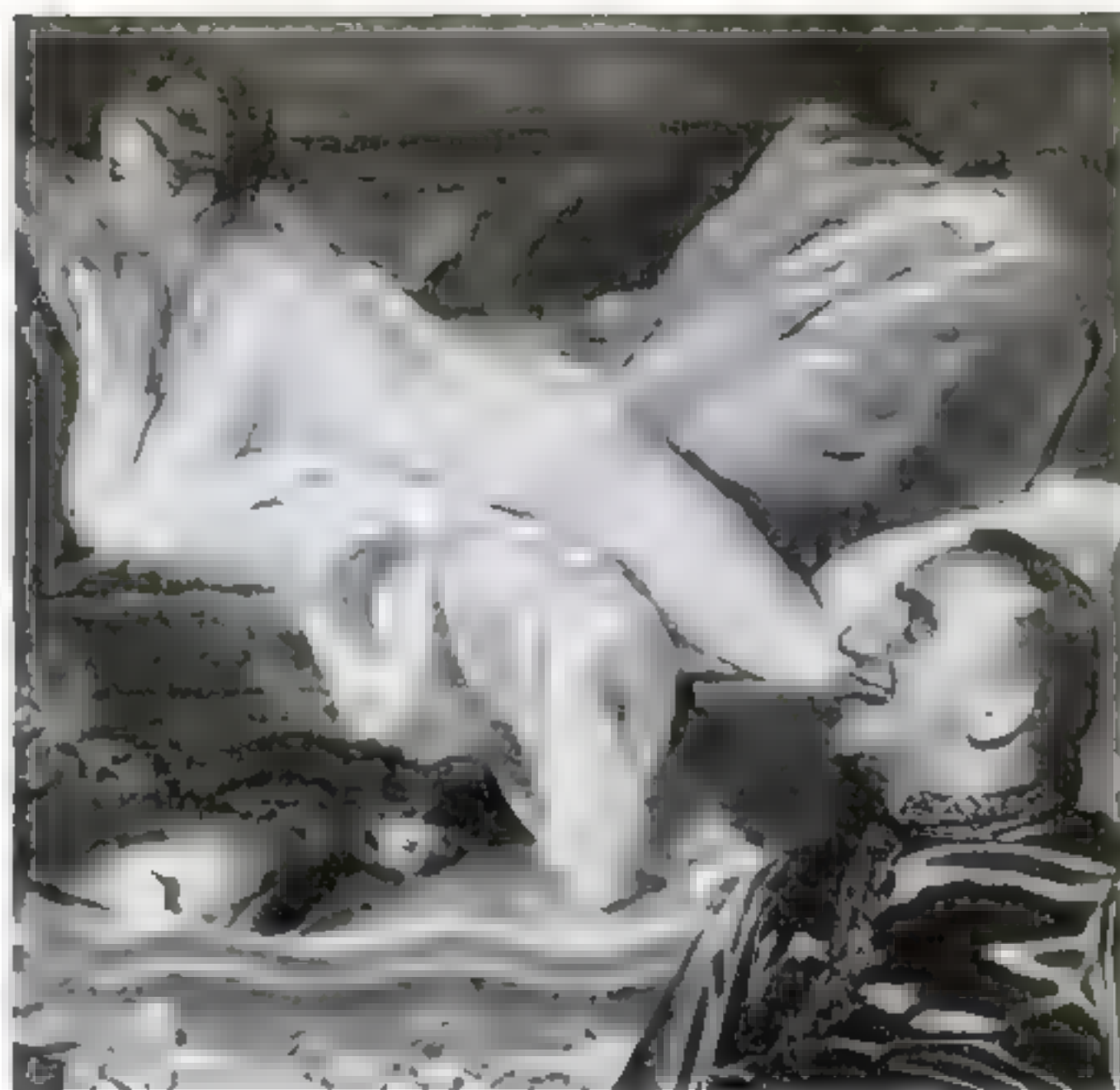
MADE BY PROCTER & GAMBLE



LOOK AT THE SPARKLE from their Prell-washed hair! And Prell is fun to use from that handy tube—there's no liquid to run down and get into your eyes!

SPEAKING OF PICTURES CONTINUED

DECADE OF DURANTE



DURANTE GRINS GREEDILY at a lush 18th Century nude in a dream sequence in the 1939 musical, *Stars in Your Eyes*, one of his Broadway triumphs.



AS DR. KILBARE, tree surgeon, he clowned through *Keep Off the Grass*.



HE WAS ROMEO to Ilka Chase's Juliet in scene from same musical (1940).



HE PUT ON KILTS and pseudo-Scottish trappings to do a pseudo-Highland fling with Sir Harry Lauder, the septuagenarian comedian, in Glasgow in 1936.



Lavishly lace-trimmed at top and bottom—Textron's lovely dress-sized slip, about \$5

Pretty as a French Porcelain

...NEW LACY DRESS-SIZED SLIPS

Now Textron brings you slips you'll treasure...of richest, smoothest rayon inches deep in elegant lace.

New longer length to shadow longer dresses—dress-sized, too, at bust, waist and hips, instead of just at bust alone. Luxurious Alençon-type lace on Porcelain Pink, Black or Snow White, in dress sizes 12 to 20. See the latest Textron collection of dress-sized slips

from about \$4 to \$6 at leading stores throughout the country.

TEXTRON INC., Textron Building, 401 Fifth Avenue, New York 16, N. Y.

TEXTRON

REG. U. S. PAT. OFF.

HOSTESS COATS • BLOUSES • MENSWEAR • TRICOT & WOVEN LINGERIE



Be sure to see
the name Kay Brand
when you buy

Kay NATURAL
CHEDDAR CHEESE
WRAP

Kay NATURAL
CHEDDAR CHEESE
WRAP

Kay NATURAL
CHEDDAR CHEESE
WRAP



Boy... what Cheddar!
Somebody around here knows cheese

IT'S

Kay BRAND
NATURAL CHEDDAR
Made from
PASTEURIZED MILK

You can see the glory of Kay Natural here in the picture.
But you must taste it - taste the deep, low mellow rich
goodness of this Very Special Cheese for Very Particular
People!
Kay Natural is made from pasteurized milk and
cured right in the packaging wrapper you see on the tray. 10-
pound blocks at the store. Even that wrapper had to be spe-
cially developed so the cheese can cure through and

through without rind. There's no waste with Kay Brand.
Your dealer will cut slices or a "block" from the
wrapped Kay bar, or in advance, he may have cut the
bar into portions which he displays marked with a Kay
Natural label.
Get some of this wonderful cheese for sandwiches,
snacks and the cheese tray. Your folks will love Kay
Natural. It's a masterpiece of the cheesemaker's art.
Copyright 1948 by Kraft Foods Company

A triumph of Kraft skill

"Du Pont's
the word for
gentle combs!"



Gentle and smooth as they come—on your hair and on your scalp! Du Pont Combs are strong, too—notice the firm, well-molded teeth. As for styles and colors, Du Pont has them all—your favorite style in the gay sparkle-color you want to match your room, your purse, *you!* Look for the Du Pont oval when you're buying combs. It's the sign of quality—the sign of a better buy in combs.

Prices: 10¢, 15¢, 25¢, 50¢.

Better
buy- Du Pont
COMBS

BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY.

LETTERS TO THE EDITORS

THE BULLITT ARTICLE

Sirs:

I've just finished reading William C. Bullitt's article "How We Won the War and Lost the Peace" (LIFE, Aug. 30 and Sept. 6). Hats off to you and Mr. Bullitt for the most vicious piece of misrepresentation and distortion of the efforts at peace of one of America's greatest men—F.D.R.

RAYMOND J. SOLOMON
New York, N.Y.

Sirs:

It seems Mr. Bullitt capitalizes on the phrase, "Dead men tell no tales."

Be it known, Mr. B., F.D.R.'s great genius enables you to write articles to belittle him in a free press and not under the censorship of a fascist dictator. . . .

WALTER ZIMMERMAN
Danbury, Conn.

Sirs:

I am pleased to note one national publication that has the fortitude to publish an authenticated report of the exploitations of a political office as done by Franklin D. Roosevelt.

It is indeed fortunate that the people of the U.S. have a chance to hear of the actual "diplomatic" deals of a man some have regarded as a second Abraham Lincoln. . . .

JACK DITTRICH
Highland, Ind.

Sirs:

. . . This kind of information should be in the comic strips—available for every paper in the land. Please hurry.

EARL GOEKELER
Merchantville, N.J.
CONTINUED ON NEXT PAGE

SUBSCRIPTION ORDER FORM

Please send

LIFE

to:

name (please print)

address

city zone state

☐ 1 YEAR AT \$6.00

Saving me \$4.40 under
the newsstand rate of
\$10.40 for 52 issues

☐ 2 YEARS AT \$11.00

☐ 3 YEARS AT \$15.00

If the above subscription is a gift, please fill
in your name and address below.

my name (please print)

my address

city zone state

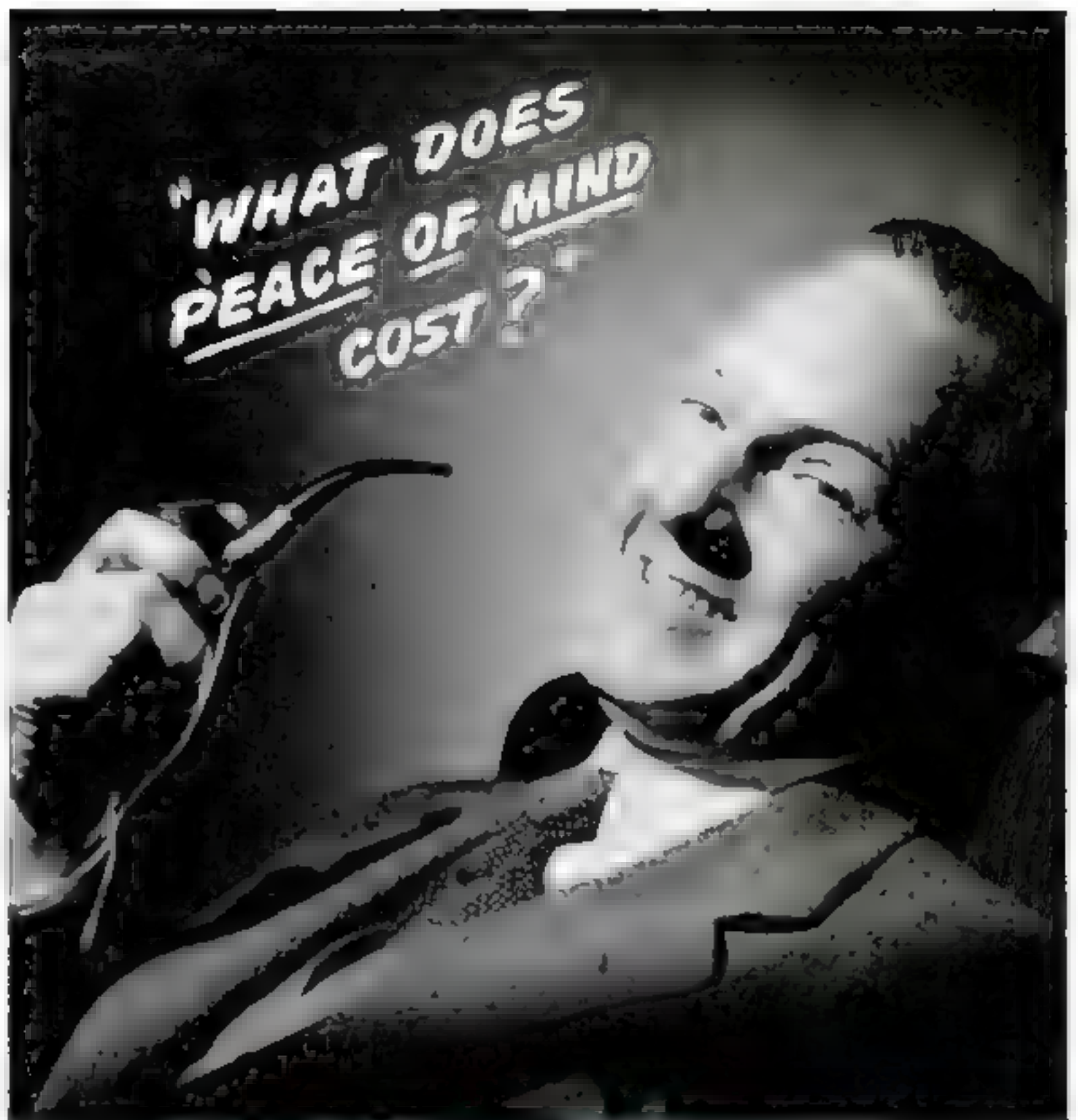
My gift card should read from:

name (please print)

I ENCLOSE \$

L-9-20 ☐ PLEASE BILL ME

Mail to LIFE, 360 N. Michigan Ave., Chicago,
Ill., or give to your newsdealer.



... I GOT \$10,000.00
WORTH FOR \$10.00

A ROLLER SKATE forgotten on a stairway—a bicycle draped across the sidewalk—a back yard tussle between my boy and a neighbor's—a golf drive that got away—our dog with a taste for postmen's calves. . . . Any one of these could result in a costly injury; could end up as a court judgment devastating to our family's financial security!

Yet, for just \$10 I have protected myself, members of my family, and relatives living with me in our legal responsibility for personal injury and property damage*; protection up to \$10,000 for each occurrence—plus \$250.00 medical payments coverage for those injured on our property, even though we are not legally responsible for their injury.

At our service, we have the competent personnel of one of the largest insurance groups in the world, to handle claims, to pay legal fees and court costs, and to meet any judgment against us up to the amount of the policy.

You can't eliminate every hazard. You can't avoid liability, but you can get protection and peace of mind with The Family Legal Liability Policy.

★ ★ ★

Ask your America Fore Insurance man about this family liability protection! For his name—call Western Union by number and ask for Operator 25—or mail the coupon—TODAY!

SEND THIS COUPON TODAY!

Department L
AMERICA FORE INSURANCE GROUP
80 Maiden Lane
New York 9, New York

Gentlemen:

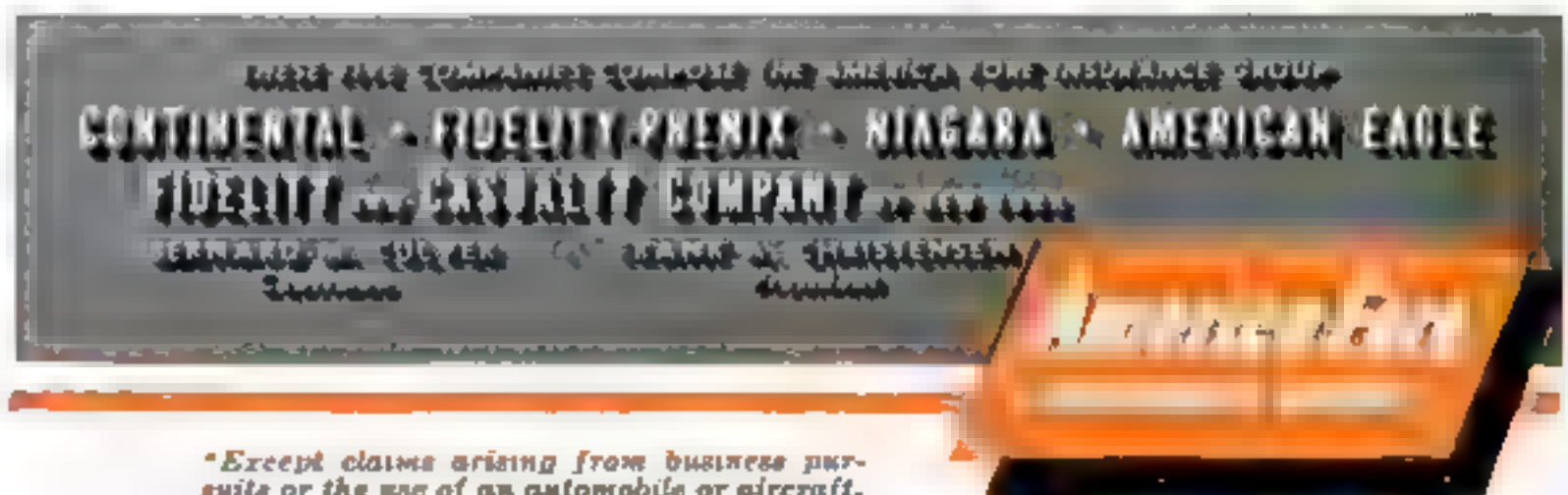
I want to know more about The Family Legal Liability Policy.

Name

Street

City Zone

State



*Except claims arising from business pursuits or the use of an automobile or aircraft.



Harriet Hood

says

MISS HOOD'S DRESS BY ANDRÉ D'AULAN

"Smart women
need all 3!"

"THIS BASIC 'WARDROBE OF 3' PROTECTS AGAINST RAIN,

SNOW OR COLD THE YEAR AROUND!"



"VERY 'GRAND LADY'!" This glamorous Velveteen Boot, with the edges rimmed in matching fur! Valorous in cold weather. Black or brown.

"INTRODUCING THE STYLE NOOE!" A new low boot... the winged lapels a gentle conceit at the throat. Also adapted for "platforms". Black or white.

"VALIANT IN DOWNPOUR OR BRIZZLE!" This Avenette with its trim new look... distinctive buckle strap. Black.

Get your **WARDROBE of 3** wherever
you see this famous arrow

Hood Rubber Company, Watertown, Mass.



LETTERS TO THE EDITORS

CONTINUED

Sirs:

I want to thank you for having printed the two articles by William C. Bullitt. Not being an American and coming from the very border of the Iron Curtain in Europe, between fear and hope, I have wondered since 1944 how long it would take the American people to recognize the greatest blunder they have ever allowed their elected leaders to make.

You already pay a heavy price for your shortcomings and you might well pay a still heavier one in the future if you don't finally bring the right men to the right spot. That you have failed to do so in the past is not a very convincing endorsement of your sort of democracy of which you seem to be so proud.

For Europeans like me the future is very dark. The monster of a totalitarian dictatorship will enslave us again. Since America could have prevented this fate, it offers little comfort that she too will pay for the betrayal of millions of men. I doubt whether the majority of the American people will ever gain insight into the issues at stake. At the moment the death of a baseball hero or the love story of a Hollywood actress seems to be more important.

F. MULLER

Boston, Mass.

Sirs:

Mr. Bullitt's conglomeration of insidious insults seems to suggest that he, like Jim Farley, would like to have been something he never was and that since he wasn't, he tries to give the impression that those who were what he would like to have been were nothing more than, at best, what he seemed to be, and at worst, what he really was—and is.

HUGH A. WELLS

Shelby, N.C.

PUSSY WILLOWS

Sirs:

In the "Sex Life of the Gladiolus" (LIFE, Aug. 30) you quote the botanists who say the pussy willow flowers are so drab that no bees are attracted. But the botanists have overlooked a bet here, for the pussy willow later stretches out into a green-gold tassel that sparkles in the April sun and gives out with a heavenly perfume of cherry blossom and pine, the very essence of springtime. And the bees and flies come in clouds and droves. The botanists say there is nothing there for the bees, so I guess they are just holding a Sunday-school picnic.

R. V. SAWYER

Akron, Ohio

COLLEEN TOWNSEND

Sirs:

LIFE's contribution to the publicity of Colleen Townsend (Aug. 30) serves beautifully to point out what is wrong with American moving pictures. It's not that I have anything against Colleen, and I wish her the best of luck, but I do think that the movie industry's headaches all begin when a talent scout spots his dream girl, though they don't end there.

Beautiful, sex-appealing babes and tall-dark-and-handsome hunks of men who can't act worth a tinker's dam are all the talent scouts are looking for, and the industry still relies on its ability "to teach a wooden Indian how to act." Then, in order to show to best advantage what you call "the most important feature of any Star—her pretty face," they have to drape her in the finest costumes that Hollywood's colony can produce. Since these would



You'll go to the head of the class in this Judy Kent crepe blouse. Like all Judy Kent blouses, it's beautifully tailored, made to take lots of wash and wear. In sizes 3 to 6x about \$3, and 7 to 14, about \$4.

Other Judy Kent Blouses 1-16

If not available at your local store ORDER BY MAIL, Judy Kent, 1370 Broadway, New York

just be sure it's a



first call-
for
school wear



Western Denims
for Boys

Made of tough 8-oz. Sanforized LANE denim, copper riveted, double-stitched with orange thread, inside swinging pockets.

IN SIZES 1-22

Sizes 1-6 have removable suspenders

20" to 32" Waist

\$229 pr.

Anywhere in U.S.A.

TUFFLES
OUT OF THE WEST

Genuine Blue Denims For Boys

COLORFUL
FREE BOOKLET ASK
About The West FOR

Interesting, authentic pictures and facts about cowboys and cowboy life. Ask your dealer for the latest of this series of booklets.



LOOK FOR
THIS LABEL

WE ORDER
BY MAIL

If your boys' store
doesn't stock 'em
—order direct

OKLAHOMA CLOTHING MFRS., Inc.
OKLAHOMA CITY 3, OKLA.

CONTINUED ON PAGE 22

More people drive
CHEVROLETS
than any other make of car



From every angle—beautiful!



CHEVROLET
-and ONLY Chevrolet-
IS FIRST!

Again in 1948, Chevrolet is America's favorite motor car. More people buy it, and more people drive it than any other make, because it gives more value! You'll find this 100% true, and the very fact that CHEVROLET AND ONLY CHEVROLET IS FIRST in popular demand—this year and for the total 17-year period, 1931 to date—is your assurance that it's the one car offering BIG-CAR QUALITY AT LOWEST PRICES!

CHEVROLET MOTOR DIVISION, GENERAL MOTORS CORPORATION, DETROIT 2, MICHIGAN



LETTERS TO THE EDITORS

—CONTINUED—

not look right on a girl playing the role of a midtown Manhattan factory girl, the scenes, and therefore the story, will have to be laid on lower Park Avenue.

One thing, at least, is refreshing in recent British and Italian pictures, and that is, the actors are mostly home-ly and plain by our modern standards. From the foreign films I get the after-impression that I liked all the actors and actresses: they are not one-man shows. They were real, honest-to-gosh, plain people like those I meet every day.

When Hollywood concentrates on selling good dramas rather than beautiful faces and figures, I am sure the box-office receipts will improve.

GEORGE D. SHEEHAN

Yonkers, N.Y.

Sirs:

In your article on Colleen Townsend you show a picture of her posing in a beer ad and state that she thought she was posing for an orange drink. How could this be possible when she is holding a bottle of beer in one hand and looking at another?

FRANK NYGAARD

Hendrum, Minn.

● When the picture was taken Colleen had not learned that other things besides pop come in those nice cold bottles.—ED.

GREAT SALT LAKE

Sirs:

In your magnificent article on the Great Salt Lake (LIFE, Aug. 30), why did you leave out the most dramatic incident in the history of the lake? When Lake Bonneville reached its highest level, 1,000 feet above the present lake, it flowed over Red Rock Pass, which shows at the top of your picture map. The flood waters scoured the outlet channel down 400 feet to the Provo level, releasing a volume of water equal to 25 years' flow of the Niagara River, which rushed down the Snake and the Columbia rivers to the Pacific.

Authority: U.S. Geological Survey Bulletin 612, page 94 ff.

W.M. A. HYDE

Columbus, Ohio

Sirs:

In the story of the Great Salt Lake you print a photograph of a group of mountains and explain it as containing a "mirage." Since a mirage by its nature is nonexistent and the camera can only reproduce something in existence it would be impossible to photograph a mirage. Please clarify this.

BARRY C. GOOD

Sea Island, Ga.

● A mirage is a reflection in the sky of real but distant objects and as such can be photographed as easily as a man's face reflected in a mirror.—ED.

Sirs:

In the welcome story on Great Salt Lake a picture of the wagon tracks of the ill-fated Donner-Reed emigrant train is shown.

Not to question the photo and text as fact, I write merely to inquire how it is known, what is the proof that these are actually the Donner tracks and not those of some other wagon train? It is a story that has earmarks of the typical "George Washington slept here" yarn.

GLENN STEWART

Parchment, Mich.

● No other expedition is recorded as having taken exactly the same route

CONTINUED ON PAGE 25

So simple...
So smart...
So right...



WITH

Kraft

FRENCH DRESSING

Perfect choice for any occasion is the "tossed" salad—but the dressing *must* be right. Get Kraft French! Delightfully seasoned, Kitchen-Fresh, and made with really fine ingredients...

It's America's Favorite

NOTE: Kraft has another brand, *Miracle French*, for those who like just a tantalizing touch of onion and garlic.



AT BETTER
STORES
EVERYWHERE

ALBA
Nylons

MADE IN NEW YORK

PILOT FULL FASHION MILLS, INC., EMPIRE STATE BUILDING, N. Y.



*The most
famous
Temptress...*

*The most
violent
Romance...*

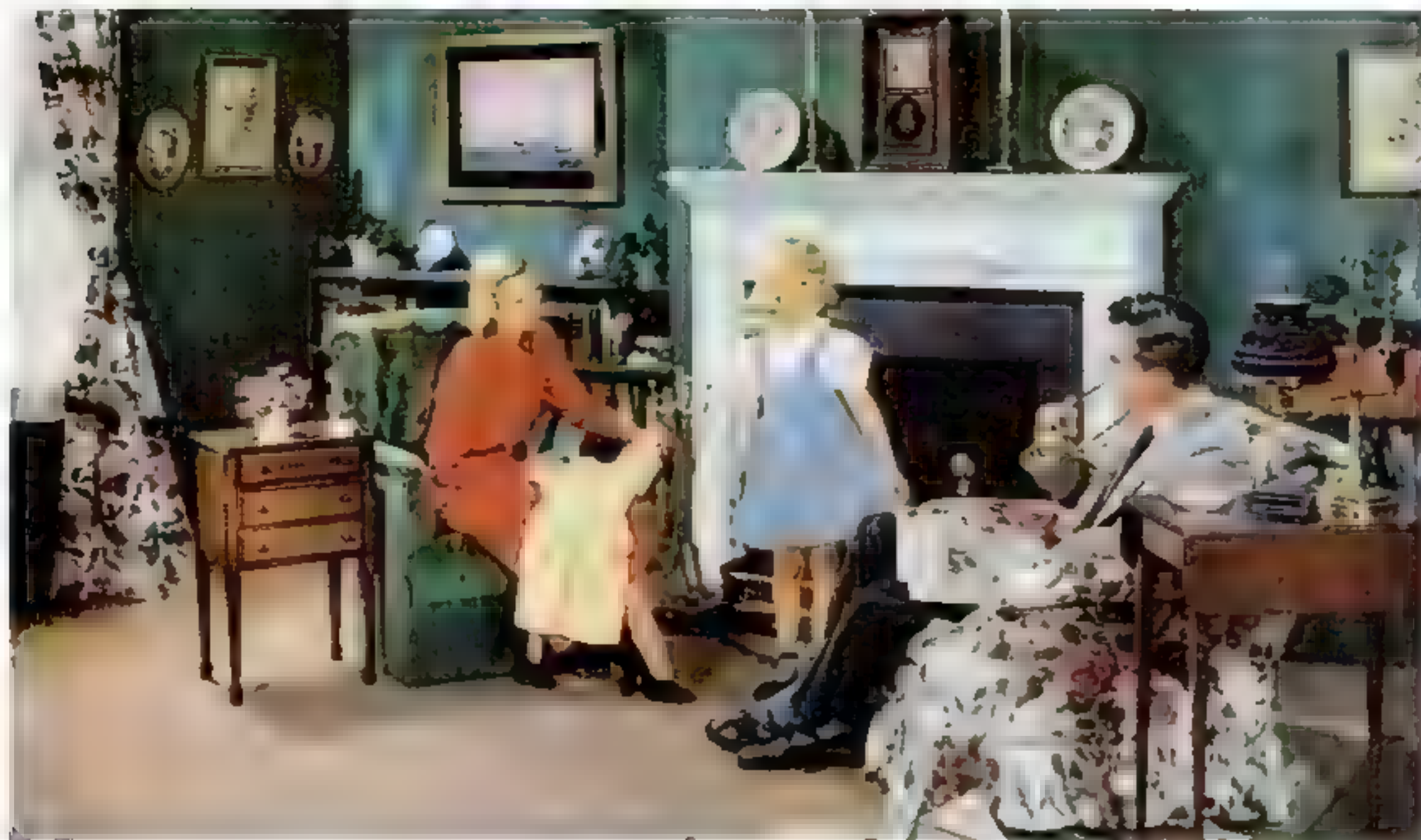
*The greatest
Love Story
in 100 years!*

COLUMBIA PICTURES
presents

Rita *Glenn*
HAYWORTH · FORD
The Loves of
Carmen
Color by **TECHNICOLOR**

with **RON RANDELL · VICTOR JORY · LUTHER ADLER**
Arnold Moss · Joseph Buoff · Margaret Wycherly
Screenplay by Helen Deutsch
Based upon the story of "Carmen" by Prosper Mérimée
Directed and Produced by **CHARLES VIDOR**

NOT THE OPERA... but a dramatic version of the story of Carmen



*"She'll be the best-dressed youngster in class—
thanks to you and the SINGER SEWING CENTER!"*

EVEN if you *do* have to keep your eye on the budget—it's no reason to skimp on a back-to-school wardrobe! You can *make* a whole closetful of pretties—make them for just about *half* what they'd cost to buy—if you learn to sew at your SINGER SEWING CENTER.

And you don't have to be a genius with a needle. In 8

sew-as-you-go lessons, Singer experts will teach you every step from pattern-fitting to final pressing.

They'll even do the fancy finishing for you. And they have the best-stocked notion counters in town.

Stop in today. Let the SINGER SEWING CENTER help you send your daughter back to school in style!



• In SINGER classes you learn by making a dress for yourself. Complete course—8 lessons, only \$10. SINGER® Molded Dress Form makes perfect fitting easy and sure.



• To help you at home, use a SINGER Dress-making Guide. 52 pages. Diagrams, directions, how to fit collars, finish pockets, etc. 25¢ at your SINGER SEWING CENTER.



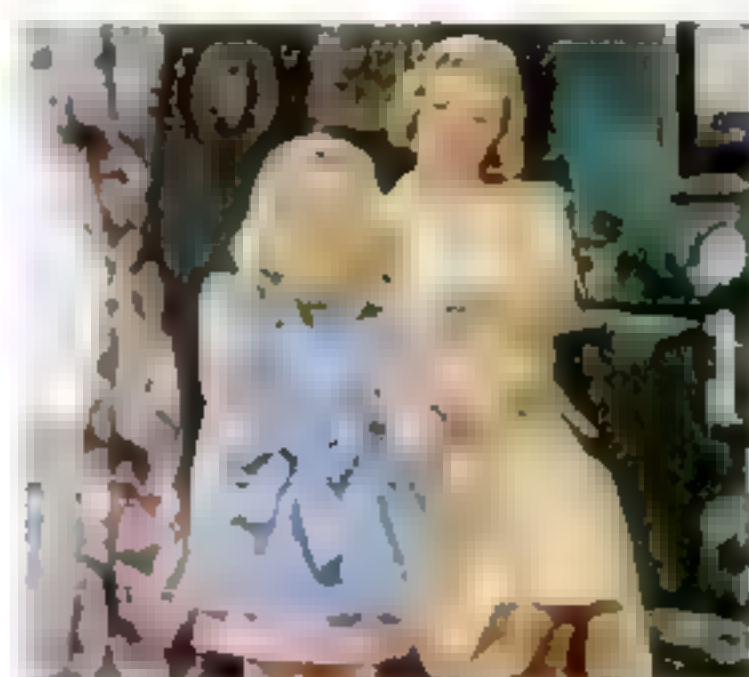
• Bright notions! Rick-rack, lace, peasant banding, animal appliques—what a choice you'll find at your SINGER SEWING CENTER! Buttons, thread, and zippers, too.



• Newest SINGER attachment—the Multi-slotted Binder Makes quick work of sewing on binding, wide or narrow, folded or unfolded, in straight lines or curves.



• For easier pressing—new SINGER® Electric Iron. Large surface for extra speed. Light weight. Right-and-left thumb rests. Accurate Fabric Dial. Stay-cool handle.



• Finishing touches are no problem. Your SINGER SEWING CENTER will make buttonholes. Cover buttons, belts. Do picotting, hemstitching. Prices tiny, service fast.



• Graceful cabinet model adds charm to any room. Holds a smooth-stitching SINGER® Sewing Machine. Walnut finish. Matching stool with notion compartment.

FOR YOUR PROTECTION!

SINGER sells its sewing machines and other products only through SINGER SEWING CENTERS, identified by the Red "S" on the window, and never through department stores or other outlets.

See classified telephone directory for address of your local SINGER SEWING CENTER. SINGER SEWING MACHINE COMPANY.

Here's the SINGER SEWING CENTER at 103 Public Square, Watertown, New York.

Hundreds more from coast to coast. There's one near you!

Reg. U. S. Pat. Off. by THE SINGER MANUFACTURING CO.



SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU

Copyright © U. S. A., 1948 by THE SINGER MANUFACTURING CO. All rights reserved for all countries.



*Luxury
Styled*

and writes like
a \$15 pen

ROLLIT

is yours **\$1**
for only

Millions tried far costlier pens,
bought this luxurious Rollit
Retractable because it gives the
smoothest, tidiest, clearest writ-
ing of any pen made. Try one
today. At better pen counters.



NEW...
cigarette-size
ROLLIT!
opens to full
pen length

\$1
ROLLIT
Petite

No pen on earth writes better.
None styled more luxuriously.
Etched chrome band over rich
satin plastic in stunning pastel
shades. Refill it yourself or
change ink color in 3 seconds.
Never skip refills. Red, Blue,
Green, 35c.

Any repairs, any time 35c
DIVERSEY MACHINE WORKS, INC., CHICAGO 7
In Canada, Rollit, Ltd., Brockville, Ont.

LETTERS TO THE EDITORS

CONTINUED

as the Donner party. In addition the tracks shown in LIFE's picture lead directly to a deposit of old wagon fragments and other articles which have since been proved to have been left by the Donner party itself.—ED.

Sirs:

The "microscopic deposit of salt on the surface" of the salt desert must be very microscopic if in 102 years it has not obliterated the wagon tracks of the Donner party. . . .

MIRA E. YOUNT

St. Joseph, Mo

● Microscopic deposits of salt occur only on the salt flats themselves—the Donner tracks shown by LIFE were unprinted in an area of heavy mud rich in lime. No appreciable amount of salt is precipitated on these mud flats even after a period of many years.—ED.

FREEDOM TO MOVE

Sirs:

You have done a noble thing by your editorial "Freedom to Move" (LIFE, Aug. 30)! You have set the forces of LIFE against the bigots who have forgotten the greatness of the American tradition of humanitarian welcome to the world's oppressed.

NATHANIEL PHILLIPS

New York, N.Y.

Sirs:

I strongly object to your editorial, the theme of which seems to be that we Americans do not have any right to make laws to protect ourselves against being flooded by alien races. . . . Why don't these DPs who are supposed to be such strong anti-Communists stay there and fight the Commies?

Practically all the people of China would like to come to the U.S. They have outbred the people of some lands who admitted them, such as Malaya. Why couldn't they do the same here?

I am firmly against your plan.

EDWARD S. NOBLE

Woodhaven, N.Y.

Sirs:

May I congratulate you on your editorial. I have been through the agonies of being restricted to one place and have found out what it means today to have a certain piece of paper in the hand.

Without the paper a human being can become very fast a worthless creature, a nothing, but issue a certain paper, let's say an American passport, to the very same person and he becomes immediately without any physical changes a very honorable, respected, and valuable person. How foolish must be our world if it depends on pieces of paper to make man valuable and safe.

But—I believe your editorial misses one very important point. You speak mostly of immigration into the U.S., which is by now colonized and settled to a large degree. I believe if the influence and the financial support of the U.S. could be combined with careful planning one could arrange for the settlement of large areas in the world which cry for populations.

I mean large spaces in South America, Canada, as well as Australia and New Zealand. As long as nations occupying these areas can select the few immigrants of their liking and forbid

New! Improved!

Richard Hudnut Home Permanent



From a Noted Fifth Avenue Salon

If you've ever put your hair up in curlers, it's that easy to give yourself the NEW, IMPROVED RICHARD HUDNUT HOME PERMANENT. This salon-type home permanent is based on the same type of preparations used in the Richard Hudnut Fifth Avenue Salon. With it, you can set your hair in any style...from sleek cap to a halo of ringlets. Ask to see the RICHARD

HUDNUT HOME PERMANENT at your favorite cosmetic counter—today! Price \$2.75; refill without rods, \$1.50 (all prices plus 30¢ Federal Tax).

It's 7 Ways Better!



- 1 Saves up to one-half usual waving time.
- 2 One-third more waving lotion...more penetrating, but gentle on hair!
- 3 Longer, stronger end papers make hair tips easier to handle.
- 4 Double-strength neutralizer anchors wave faster, makes curl stronger for longer.
- 5 Improved technique gives deep, soft crown wave... non-frizzy ends.
- 6 Only home permanent kit to include reconditioning creme rinse.
- 7 Two lengths of rods. Standard size for ringlet ends; extra-long for deep crown waves.

CONTINUED ON PAGE 28

PHILCO



PHILCO 1405 (below) Table radio-phonograph with Philco Console Tone Acoustical System. Plays standard and long playing records. Philco Automatic Record Changer with Self-Advancing Spindle. Smartly designed table cabinet in luxurious richly grained Mahogany.

PHILCO 1615 (above) The utmost in luxurious enjoyment of radio and recorded music. Plays long playing and standard records. Glorious FM and AM reception. Philco High Fidelity Acoustical System. Exquisite Georgian Mahogany cabinet with enclosed record space.

PHILCO ALBUM LENGTH RECORD PLAYER Equips any radio or phonograph, old or new, to play the new long playing record. Easily and quickly attached at nominal cost by any dealer or service man. Smartly designed \$29.95* plastic cabinet in Mahogany finish.

*See dealer for Dealer and Wey



**PRESENTS THE GREATEST ADVANCE OF
MODERN TIMES IN RECORDED MUSIC**

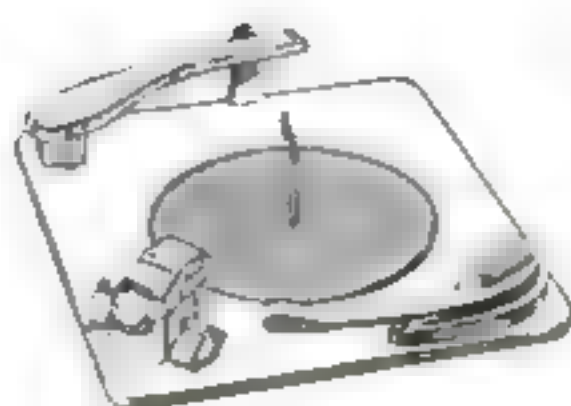
a Sensational new Radio-Phonograph that plays

45 minutes of music from a Single 12-inch Record!

A REVOLUTIONARY new long playing, Vinylite record is here for the home. And with it, a sensational new radio-phonograph from the Philco laboratories. Together they enable you to enjoy up to 45 minutes of music from both sides of a single 12-inch record. Imagine, a full length symphony or concerto, all the songs from a Broadway hit, a complete program of dances, dinner music or popular songs . . . yes, *all the music of a full 6-record album is now yours to enjoy on just one record!* And with startling new fidelity of tone and freedom from surface noise.

**IT'S A NEW MIRACLE OF PHONOGRAPH PROGRESS . . . THE
FOREMOST ADVANCE OF THE AGE IN RECORDED MUSIC!**

To bring you the full enjoyment of this history making development, Philco has developed a revolutionary radio-phonograph. It has *two tone arms!* One plays regular standard records. And the other has a sensational *Balanced Fidelity Reproducer*, specially developed by Philco engineers for the new long playing records. It embodies principles never before used in record reproduction, bringing you a wider range of "highs" and "lows" in proper balance and proportion, which is the secret of true, "concert hall" realism in recorded music. It caresses the smooth, Vinylite



record with a mere *1/5 of an ounce of pressure*, resulting in pure, gloriously lifelike tone with new freedom from needle scratch and surface hiss.

The phonograph motor plays at two speeds, 33 1/3 R.P.M. for long playing records and 78 R.P.M. for standard records. And to play standard records automatically, it has the famous Philco Automatic Record Changer with the new Self-Adjusting Spindle.

HEAR THIS HISTORY-MAKING DEVELOPMENT

Yes, it's an amazing new kind of radio-phonograph . . . a new milestone of scientific research in musical reproduction. And it's here for 1949 in a full series of strikingly beautiful console and table model cabinets, each one an outstanding value. See your Philco dealer now . . . be among the first to enjoy this newest and greatest thrill in recorded music!

NEW, LONG PLAYING RECORDS NOW AVAILABLE

A full release of over 100 classical and popular, long playing records, issued by Columbia, are now on sale at record dealers everywhere. The complete Columbia library of high fidelity recordings is now being prepared for regular issue giving you the opportunity to acquire a full collection of recorded music in the most glorious form which modern scientific research has achieved.



PHILCO *Famous for Quality the World Over*



HOW GRACIOUSLY HE LIGHTS HER CIGARETTE!
"Adonis" (above)—for men and women, slim-as-a-fig—
watch. In chromium finish, beautifully engine-turned—
\$10.00. Also handsomely enameled, or in genuine lizard,
and in 14K gold or sterling silver.

Why RONSON means World's Greatest Lighter

Whether you choose a model at \$200*
in 14 karat gold—or a chromium-
plated model for \$6, every Ronson
has the famous, patented, one-finger,
one-motion Ronson safety-action.
Every Ronson is styled to fine jewelry
standards . . . and precision-built for
years of enduring service. So, in
buying a Ronson—any Ronson—you're
sure of a lighter that's outstanding
in appearance, performance and
durability. And, owning it, you'll
know at once why Ronson
means World's Greatest Lighter.

*plus tax

FOR CIGARETTES, CIGARS OR PIPES
Always ask for RONSON . . . to
be sure it's really a Ronson you buy . . . and
not just an imitation. See the models shown
here and other handsome Ronsons at your
favorite dealer.

FUN . . . EXCITEMENT . . . Tune in to
Ronson's "20 Questions" 5-7 nights
(Pacific Coast, Sun, nights), Mutual
Network.

RONSON NOW ON TELEVISION in many
principal cities.

RONSON®

means WORLD'S GREATEST LIGHTER



Newark, N. J.,
Toronto, Ont., London, Eng.

LETTERS TO THE EDITORS

CONTINUED

others to enter, we are going to keep
the overcrowded European countries
and offer cheap soldiers to any dic-
tator who comes along. . . .

GEORGE L. CLARKE

Los Angeles, Calif.

Sirs:

. . . Your editorial brushes up all the
old "melting pot" ideas of Zangwill
and others and tells us that the "cross-
breeding of new culture strains en-
riched the American language, added
new dimensions to the American novel
and the American theater." Most
authorities would say that great art
and great literature usually sprang
from deep national roots—not from
haphazard hybridization. Besides gen-
ius need not immigrate "in person"
to enrich America. We can import the
works of Stravinsky and Ravel, of
Galsworthy and Shaw, and do more
for American culture, perhaps, than
we could if we melted the creators of
these works into the Hollywood pot.

Let me quote another enriching
thought from your editorial: "If Ne-
groes hadn't come to the U.S. from
Africa, American music would today
have a very different rhythm." This
should gratify and comfort Life's Ne-
gro readers. Thanks to them, we "got
rhythm!" We also got a tragic social
problem, and they got segregation and
discrimination.

CHARLES S. LEWIS J.

Glencoe, Ill.

Sirs:

Certainly no one can disagree with
the humanitarian aspects of your edi-
torial. The plight of DP's should touch
the heart of any right-thinking person.
Yet it seems to me that you over-
looked some of the practical aspects of
the situation.

As a veteran I can speak at firsthand
on the intolerable housing situation in
this country: thousands of people liv-
ing in garages, converted attics, or
with in-laws; an ever-increasing di-
vorce rate brought about by these very
conditions; and little, if any, help
forthcoming to relieve this situa-
tion. . . .

Before we open the floodgates of
Europe, let's make sure that we have
sufficient housing for our own people.

FARL L. YOUNG

Duluth, Minn.

Subscription rates: U.S., Alaska, Hawaii,
Canada, Newfoundland, 1 yr. \$6.00, 2
yrs. \$11.00; 3 yrs. \$15.00. LIFE In-
ternational edition (fortnightly) for Ca-
nada, Puerto Rico, Virgin Islands, 1
yr. \$4.50; all Pan American Postal
Union countries and Philippines, 1 yr.,
\$6.00; Great Britain and Ireland, 1 yr.,
\$6.00; all other countries, 1 yr., \$7.00.

Change of Address: Four weeks' notice
is required. When ordering a change,
please name magazine and furnish an
address imprint from a recent issue. If un-
able to do so, please state exactly how
magazine is addressed. Change cannot
be made without the old as well as the
new address, including postal zone num-
ber if you have one.

Address all subscriptions and correspondence
concerning them to: LIFE Subscription
Dept., 540 N. Michigan Ave., Chicago
11, Ill.

Address all editorial and advertising corre-
spondence to: LIFE, Time & Life Build-
ing, 9 Rockefeller Plaza, New York
20, N. Y.

Time Inc. also publishes TIME, FOR-
TUNE and THE ARCHITECTURAL FORUM.
Chairman, Maurice T. Moore; Presi-
dent, Roy E. Larsen; Vice President &
Treasurer, Charles L. Stillman; Vice
President & Sales Director, Howard
Black; Vice Presidents, Allen Grover,
C. D. Jackson, P. L. Prentice; Vice Presi-
dent & Secretary, D. W. Brundage;
Comptroller & Assistant Secretary,
A. W. Carlson; Production Manager,
N. L. Wallace; Circulation Director,
F. DeW. Pratt; Publisher, THE MARCH
OF TIME, Richard de Rochemont.



"GROOM" HIS MOUTH WITH FOOD TO CHEW!

The chewing exercise he gets from
crunchy Milk-Bone Dog Biscuit helps
keep his mouth clean...his teeth and
gums healthy! This double-purpose
food also fur-
nishes important
vitamins and min-
erals in appetizing
form! Economical
—for Milk-Bone is
highly concentrat-
ed nourishment!



Milk-Bone Biscuit contains nutrients your
dog needs: Vitamins A, B₁, B₂, D and E...
Meat Meal . . . Fish Liver Oil . . . Whole
Wheat Flour . . . Minerals . . . Milk
NATIONAL BISCUIT COMPANY

Sylvania and only Sylvania brings you fluorescent lamps that

LAST FAR LONGER!
GIVE FAR MORE LIGHT!



Comparison tests prove: SYLVANIA
Fluorescent Lamps **LIGHT BRIGHTER**
and **LAST LONGER** than any others!

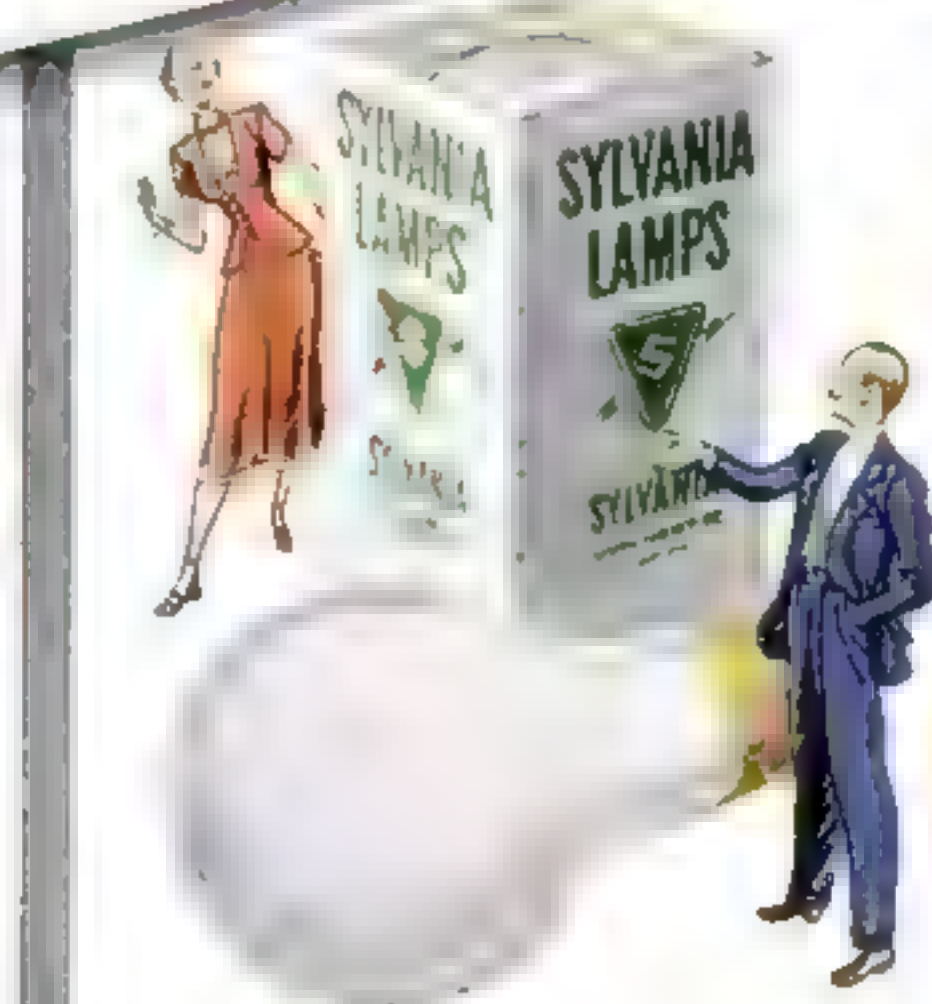
You get so much more for your money from Sylvania fluorescent lamps that it's extravagantly expensive to use any other brand. There's not another fluorescent lamp made that can match Sylvania for light output and length of life. Write us for the full story of "Fluorescent at its Finest!" Sylvania Electric Products Inc., 500 Fifth Avenue, New York 18, N. Y.

NEW! "WARMTONE"

first fluorescent lamp with familiar color tone of regular electric light bulb!



"WARMTONE" provides the light you're used to, the light you want. It flatters flesh tones, is kind to colors. AT HOME: complexions seem softer, furnishings richer, food more appetizing, under "WARMTONE" light. IN STORES: you'll shop with greater certainty. Goods displayed under "WARMTONE" lose none of their eye-appeal when you get them home.



SYLVANIA LIGHT BULBS

"Best light in sight!"

Switch now to Sylvania quality light bulbs! There are no finer light bulbs made. Available in all popular sizes. Priced no higher than the ordinary kind. Sylvania bulbs are on sale at better stores in your neighborhood.

PHOTOLAMPS



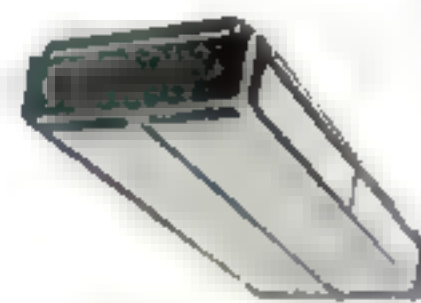
It's Sylvania Superflash, world's leading photolamp. Choice of amateur and professional photographers.

TELEVISION TUBES



Trust Sylvania to come up with the best in television —improvements that add to living enjoyment.

FLUORESCENT FIXTURES



For every commercial, industrial, residential use. Designed for beauty. Engineered for long service.

SYLVANIA ELECTRIC

FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; LIGHT BULBS; PHOTOLAMPS; RADIO TUBES; TELEVISION TUBES



Lastex—for the players too!



Definitely Yes, and worn by almost every professional and college team! It is the remarkable elasticity of Lastex that makes football pants so snug fitting, so hard-to-tackle, so free for strenuous action.

Women, of course, know Lastex. Thanks to this famous elastic yarn, a woman looks more glamorous, a man is better groomed. Most apparel, today, gains in fit and appearance through use of the Miracle Yarn.



Lastex

REG. U. S. PAT. OFF.

...the Miracle Yarn that Makes Things Fit

An elastic yarn manufactured exclusively by

UNITED STATES RUBBER COMPANY 

1230 Avenue of the Americas, New York 20, N. Y.



Saga

Saga CS-21

only \$17.50 *fed. tax incl.*

The all-American made watch with "Time Reserve." At leading jewelry stores throughout the country. If not yet available in your locality order directly from Saga, 630 Fifth Avenue, New York 20, N. Y.

The World's Largest Manufacturer of Wrist Watches

US TIME



MATERNITY DAYTIMER

A very pretty way to look while you're practicing lullabies. Smooth gabardine rayon in grey, coffee brown, aqua, beige, royal. Buttons up the front. Side pleats adjust.

14.95

Sizes 10 to 18

Lane Bryant

New York • Brooklyn • Chicago • St. Louis
Detroit • Baltimore • Philadelphia

LIFE

EDITOR-IN-CHIEF..... Henry R. Luce
PRESIDENT..... Roy E. Larsen
EDITORIAL DIRECTOR..... John Shaw Billings

BOARD OF EDITORS

Daniel Longwell..... CHAIRMAN
Joseph J. Thorndike, Jr..... MANAGING EDITOR
Wilson Hicks..... EXECUTIVE EDITOR
Edward K. Thompson..... ASSISTANT MANAGING EDITOR
Charles Tudor..... ART DIRECTOR

Joseph Kastner, Robert Coughlan,
Philip H. Wootton, Jr., Oliver Jensen,
Sidney L. James, Fillmore Calhoun,
Matland Edey

SENIOR WRITERS

Noel F. Beach, John Chamberlain,
Charles J. V. Murphy, Whitlup Sargeant

ASSISTANT EDITORS

Herbert Brown, Gene Cook, Jay Gold, Ernest Havemann, John Jenkins, Richard W. Johnston, Sally Kirkland, Percy Knauth, Kenneth MacLeish, John Peter, Tom Pruden, Lihan Harey, Maria Scrimmo, John Thorne, Margit Varga, Robert Wallace, Robert Wernick, A. B. G. Whipple

Earl Brown, Robert Campbell, John Dille, Gene Farmer, John Haverstick, Jeanne Perkins, Colea Phinizy, Irene Saint, Claude Stanish, Bishop White

RESEARCH STAFF

Marian A. MacPhail..... CHIEF
ASSISTANTS: Jo Buchanan, Joan Werblin, Valeria Vondermuehl, Helen Devell

RESEARCHERS: Jane Armour, Mary Augustine, Constance Batington-Smith, Mary Elizabeth Barber, Rowland Barber, Margaret Bassett, Patricia Beck, Tom Cartmichael, Kay Doering, Hilda Edson, Phyllis Feldkamp, Jean Ferrus, Honor Fitzpatrick, Constance Foulk, Nancy Genet, Shirley Heratz, Jacquelyn Hinds, Marjorie Isenman, Edward Kurn, Marjorie Kreselman, Mary Leatherbee, Jeannette LeMonnier, Joan Levine, Gertrude Lutz, Hildagard Maynard, Joann McGowan, Anna Munro, Joan Peterson, Doris Polan, Norman Rose, Dorothy Seiberling, Jane Shauer, Kathleen Shortall, Jeannette Stahl, Lucille Stark, Margaret Swope, Rachel Tuckermann, Jane Wilson, Monica Wyatt, David Zeitlin

PICTURE BUREAU

EXECUTIVES: G. W. Churchill, Robert Curran, Ray Mackland, Dorothy Houser, O. A. Graubner, Alma Eggleston

PHOTOGRAPHERS: Jack Birna, Cornell Caps, Edward Clark, Ralph Crane, Louis Dean, David Douglas Dunman, Alfred Eustachiedt, Elliot Elsdon, J. R. Eyerman, N. R. Farberman, Andrew Fenninger, Albert Fenn, John Flores, Herbert Gehr, Fritz Goro, Allan Grant, Bernard Hoffman, Marjorie Holmes, Yusef Joel, Mark Kauffman, Duane Kiesel, Wallace Kirkland, Nina Leach, Anthony Linck, Thomas McAvoy, Francis Miller, Ralph Morse, John Phillips, Michael Rougier, Walter Sanders, Frank Scherwell, George Silk, George Skadlberg, W. Eugene Smith, Peter Steggle, Charles Steinbecker, William J. Sumner

PICTURE RESEARCHERS: Muriel Ballard, Jane Barlow, Mary Carr, Margaret Goldsmith, Natalie Kowak, Ruth Lester, Maude Almar, Helen Rounds, Margaret Sargent, Muriel Trebay

LAYOUT

Michael Phillips, Bernard Quint, William Gindhaber, Elise Adelsberger, Matt Greene, Earl Kersh, Anthony Sodaro, Frank Stockman, Dorothy Witkin, Alfred Zingaro

NEWS SERVICES

DOMESTIC: David Hubbard (Chief), Helen Robinson, Dorothy Sterling, Jean Snow, Bureau Heads—Washington: James Shepley; Chicago: Hugh Moffett; Los Angeles: Jack Beardwood; Correspondents—Washington: Lawrence Laybourne, Don Morris, Patricia Smith, Chicago: Frank Catipano, John Bryson, Helen Douglas, Arnold Sagalyn, Los Angeles: Elmer Lower, Oliver Allen, Robert Drew, Atlanta: William S. Howland, Boston: Jeff Wyke, Richard Wilkes, Dallas: Holland McCombs, Milton Orshofsky, Denver: Barron Beshoar, Detroit: Fred Collins, San Francisco: Martin O'Neill, Arthur Elay, Margot Shore

FOREIGN: Manfred Gottfried (Chief of Correspondents), Eleanor Welch, Bureau—London: Eric Giths, George Catraris, Frances Levison, Alice Crocker, Monica Horne, Paris: Andre Lauerre, John Boyle, Barbara O'Connor, Mathilde Camacho, Berlin: Emmet Hughes, Will Lang, David Richardson, Rome: George E. Jones, Lee Livingston, Istanbul: Robert Low, Near East: Donald Burke, John Luter, New Delhi: Robert Luter, Shanghai: Roy Rowan, Tokyo: Carl Mydans, Mexico City: John Stanton, Rio de Janeiro: William W. White

PUBLISHER

Andrew Henckell

ADVERTISING DIRECTOR
Shepard Spink

effective...refreshing



SQUIBB Dental Cream

The priceless ingredient of every product
is the honor and integrity of its maker

"I'll always Love the RIVIERA"

I thought as he Kissed My Hand



It was at Menton, Tom said, "Hey—take my picture kissing her hand, the way they do here in Europe." He was joking, but just the same, I was glad I'd used Jergens Lotion, so my hands felt nice and soft. Because...



At Eden Rock, next day, Tom put his hand over mine. "So soft," he said. "If I kiss your hand again, I'll mean it." And then...



One starry night, "Let's not wait... let's get married," Tom said. "I want everyone to know these darling hands are mine." So—do you wonder I use Jergens Lotion faithfully...and always will. I want my hands to be soft for him...always.

This is the way you, too, can win—and keep—romance. With Jergens-soft hands.

It's surer than ever today. Thanks to new knowledge of skin care, today's Jergens Lotion makes your hands feel deliciously smoother and softer than ever. Protects even longer, too, against depressing roughness.

Who knows more about beauty-care than the Hollywood Stars? The Stars use Jergens Lotion, seven to one, over any other hand care.

And doctors. Many doctors help smooth-soften the skin with two fine ingredients which are both in Jergens Lotion. Never oily; no stickiness. Still 10¢ to \$1.00 (plus tax) for today's even-finer Jergens Lotion—the care your hands should have.

USED BY MORE WOMEN THAN ANY OTHER HAND CARE IN THE WORLD



For the Softest, Adorable Hands, use Jergens Lotion

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED.
UNDER PAN AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1948 BY TIME INC.

CONTENTS

THE WEEK'S EVENTS

THE "LITTLE MAN" TURNS ON THE REDS	35
WILHELMINA GIVES WAY TO DAUGHTER	40
TALMADGE MARCHES THROUGH GEORGIA	44
REECE FIDDLES THROUGH TENNESSEE	45
THE U.S. BECOMES SHMOO STRUCK	46
CZECHS MOURN FOR BENES—AND INDEPENDENCE	49
\$3 MILLION FIRE SWEEPS MONTREAL RAILROAD YARD	75

ARTICLE

BRAVE NEW WORLD, by ALDOUS HUXLEY	63
-----------------------------------	----

CLOSE-UP

LELAND HAYWARD, by KEITH MUNROE	128
---------------------------------	-----

PHOTOGRAPHIC ESSAY

COUNTRY DOCTOR	
PHOTOGRAPHS FOR LIFE BY W. EUGENE SMITH	115

SCIENCE

MAGNETIC OIL	55
STONE AGE BRAZILIANS	58

TRANSPORTATION

FUNNEL HOME	73
-------------	----

RELIGION

SAN FRANCISCO'S JAPANESE BUDDHISTS HAVE JUBILEE	76
---	----

ARCHITECTURE

STORE-TOP HOTEL	83
-----------------	----

SPORTS

ACROBATIC FIGHTER	95
-------------------	----

ART

WALTER STUEMPF'S POETIC CANVASES ARE BEST-SELLERS	99
---	----

THEATER

REHEARSAL THROES	103
------------------	-----

ANIMALS

LIGER	109
-------	-----

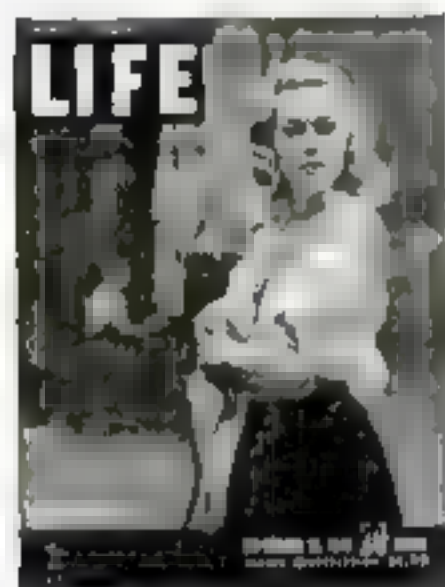
DANCE

FIRE DANCERS	155
--------------	-----

OTHER DEPARTMENTS

LIFE'S REPORTS: MEXICO CITY, by JOHN STANTON	5
SPEAKING OF PICTURES: JIMMY DURANTE SHOWS HOW TO WRECK A BABY GRAND	14
LETTERS TO THE EDITORS	19
LIFE GOES TO A DRUGSTORE OPENING	145
MISCELLANY: PEKE HAS FALSE TEETH	160

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION



LIFE'S COVER

At the age of 18, Joan Diener, who is pictured backstage at a Broadway rehearsal (pp. 103-106) is making her theater debut this week in a new musical revue, *Small Wonder*. Joan comes from Cleveland. At Sarah Lawrence College, which she attended for a year, she specialized in dramatics and psychology, and as part of her study directed groups of children in psychodramatic experiments to help them adjust to their difficult home situations. She entered the newest phase of her career when some alert Yale boys heard her sing at a party, offered her a job in the show they were concocting.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—W. EUGENE SMITH	73—GRAPHIC PHOTO UNION
6, 9, 13—JUAN GUZMAN	75—FOTO LAPORTE
14, 15—BOB LANDRY	76, 77, 78—FRED LYON from RAPHO-GUILLEMETTE
16—RICHARD TUCKER—JEROME ROBINSON—ASSOCIATED SCOTT 5H NEWSPAPERS LTD.	83, 84—LISA LARSEN
35—A. P.	88, 89, 90, 91—DR. HARRY B. WRIGHT
36, 37—GEN. WALTER SANDERS, BY A. P.	95—ANTHONY LINCK
38—NEWSPICTURES	96—INTERNATIONAL ACME
39—JAMES WHITMORE—ACME	99—FERNAND BOURGES COURTESY ALLEN GROVER
40, 41—DMITRI KESSEL AND YALE JOEL	100—FERNAND BOURGES COURTESY CORCORANGALLERY OF ART, FERNAND BOURGES COURTESY GEORGE STUEMPF
42—DMITRI KESSEL AND YALE JOEL—BRITISH COMBINE, INTERNATIONAL, DMITRI KESSEL AND YALE JOEL	101—FERNAND BOURGES COURTESY DR. AND MRS. EMILE GORDON STOLOFF
43—DMITRI KESSEL AND YALE JOEL	103, 104, 105, 106—W. EUGENE SMITH
44—FRANCIS MILLER	109—CAROLA GREGOR—L. V. MCNEELY
45—J. E. WESTCOTT	110, 111, 112—CAROLA GREGOR
46—CARTOONS BY AL CAPP © 1948 UNITED FEATURE SYNDICATE, INC.	115 THROUGH 125—W. EUGENE SMITH
49—N. R. FARBERMAN—OFFICIAL CZECHOSLOVAKIAN PHOTO	128, 129—JOHNNY FLOREA
50—LY. N. R. FARBERMAN—BY J. WILLIAMS EXC. T. N. R. FARBERMAN	133—JOHN SWOPE
52—N. R. FARBERMAN	134, 136—JOHNNY FLOREA
55—BERNARD HOFFMAN	140—COURTESY SOUTHWEST AIRWAYS
56, 57—ANTARA PRODUCTS DIVISION GENERAL ANILINE AND FILM CORP.—BERNARD HOFFMAN	145—JOHNNY FLOREA
58—BERNARD HOFFMAN	146—HOLLYWOOD PICTORIAL SERVICE INC. BY SLIM AARONS
63—CHARLES E. MARTIN	147—SLIM AARONS
64—LORAN F. SMITH	148—WILLY RIZZO—HOLLYWOOD PICTORIAL SERVICE—SLIM AARONS
66—GEORGE SILK	151—HOLLYWOOD PICTORIAL SERVICE—WILLY RIZZO—SLIM AARONS
67—ALBERT FENN	152—COURTESY THE SAN DIEGO-CALIFORNIA CLUB
70—BELL AIRCRAFT CORPORATION	155, 156, 159—MARTHA HOLMES
	160—TRANSATLANTIC

ABBREVIATIONS: BOT., BOTTOM; C., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE USE FOR REPUBLICATION WITHIN THE U.S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.



3 Proportions are we—
for we rely upon Kayser's
famous "Fit-All-Proportions"

to reveal superbly
fitting nylons! They're
scientifically knitted
to give proper width, stretch
and length at ankle, calf
and thigh which assure
"Custom order" perfection.
Debs, Mids, Longs. 1.50
At the nicest stores.



Kayser's famous "Fit-All-Heel"
... guaranteed not to twist!

You Owe it to Your Audience

... Wear **KAYSER**

HOSIERY • GLOVES • UNDERTHINGS • LINGERIE

Try a child's view of yourself

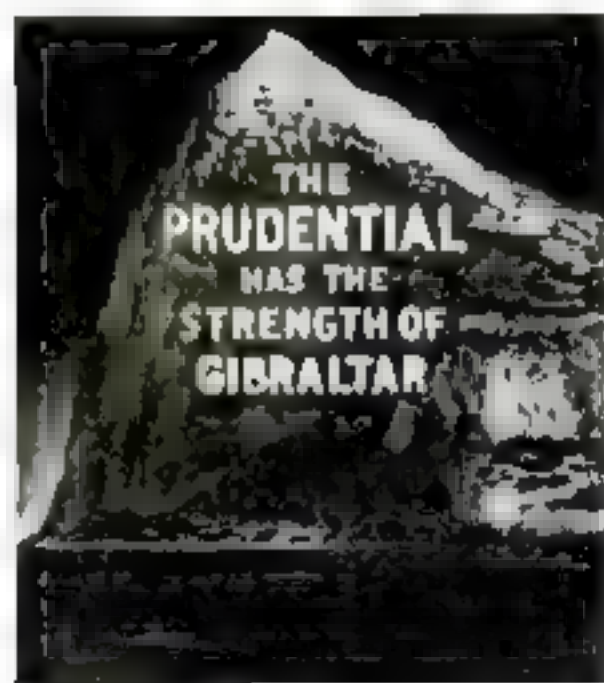
Put yourself in your child's place for a moment. Realize how all-powerful you must seem . . . able to do anything, fix anything . . . protector against all harm.

It makes you stop and think, doesn't it? Because you know that no matter how much you want to be always the knight in shining armor for your child, through no fault of your own you may prove inadequate. But you can make certain that you will at least provide that most important thing—protection against hardship and want if you are not here. You can guarantee the future security of your whole family through a Prudential life insurance program.

A Prudential representative will be glad to show you how Prudential life insurance can be fitted to your family and its special needs. Let him help you plan the kind of future you want your family to have. Call him today.

★

Enjoy the *Prudential Family Hour*, with Earl Wrightson—Sunday afternoons, CBS. And the *Jack Berch Show*—Every morning, Mondays through Fridays, NBC.



THE PRUDENTIAL

INSURANCE COMPANY OF AMERICA

A mutual life insurance company

HOME OFFICE: NEWARK, NEW JERSEY



THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT



DURING THE SEPT. 9 DEMONSTRATION A LONE ANTI-COMMUNIST GERMAN CLIMBS UP THE POLE TO GRASP FOR THE RED FLAG ABOVE BERLIN'S BRANDENBURG GATE

THE "LITTLE MAN" TURNS ON THE REDS

For one swift, ugly moment on Sept. 9 this German, clambering up a flagpole, was the most important man in the world. As he reached for the Red flag above Berlin's Brandenburg Gate he suddenly represented all the forces of freedom, of fear, of guilt which trouble mankind in 1948. He was the classic "little man" of fate and history; he sprang, unknown and unforeseen, from an angry crowd of 300,000 Berliners swarming together in the British sector to cry their defiance of Soviet aggression and their expectation that the Western powers will protect them. And then he vanished, still unknown. He had ripped the Red flag from its standard. On the street below the crowd had burned it.

What produced this "little man"? Certainly not the impulse of the occasion. He grew out of con-

stant Soviet provocation. Almost everyone in Berlin, whether American, British, French or German, had been subjected to this bullying whenever he had contact with the Reds. The Berliners were the last to revolt against it. But when they did they turned out in numbers even Hitler would have envied. It was the biggest show of popular force since Berliners mobbed the palace of Frederick William IV in 1848. They stoned a Red army jeep, surged against Red soldiers, jeering, "Back to Moscow." By evening the riot was over, but one Berliner was dead and 13 others were wounded by gunfire.

This sudden flare-up could have meant war. But it did unmistakably mean that the Berliners, a currently leaderless but potentially powerful "fifth force," had cast their lot with the three Western

powers against the East. And the episode around Brandenburg Gate was a warning to the U.S.: Berliners were counting on us to stay in their city.

That meant, as Dr. Reinhold Niebuhr explains on pages 38 and 39, that the U.S. must realize the danger of being too afraid of possible war. But if the Russians were betting on U.S. softness because of a "political year," they could note Senator Vandenberg's trip to New York to confer with Republican Nominee Thomas E. Dewey and John Foster Dulles (p.39). Out of that conference came this declaration of bipartisan U.S. purpose: "... Other nations which do not understand our political system should not be misled. . . . We shall not be in controversy over the basic fact that America is united against aggression and against foes of freedom."



COMMUNIST "ACTION SQUADS," who gained entry to Berlin City Assembly on Sept. 6, swung battle against glass door to let other demonstrators into building. This was the third Communist attempt to break up a meeting of the assembly and the attack was a cause of the giant protest meeting (right).



INSIDE CHAMBER Communists heckle assembly leader Adolf Wuschek (above) with cries of "traitor." These outbursts from the floor and gallery resulted in almost all non-Communists retiring to a British sector hall, leaving the chamber empty (below) except for Russian soldiers and a few Communists.



MAMMOTH PROTEST MEETING is shown from between the pillars of the wrecked Reichstag building. In the distance is a huge statue of a Red soldier atop Russian victory memorial.



which is about a block inside British sector. The size of the gathering, which attracted 300,000, surprised everyone, including an old Berliner who said, "Even Hitler didn't get crowds like this."



GERMAN DEMONSTRATORS START TO SCATTER AS GUNS BEGIN FIRING

A PROTEST MEETING EXPLODES INTO AN ATTACK ON RED FLAG

The trouble really started in the Russian sector. There the City Assembly was convening in Berlin's city hall when a mob of Reds stormed the building. Learning there were 46 West sector police in the building, brought there by the acting mayor as bodyguards for the city government, the Reds started a search. They captured 19, but the others hid out in allied liaison offices. After a 40-hour siege the Russians blandly granted the policemen safe-conduct to the French sector. They had only four blocks to go, but they never made it. Piled into trucks, they had just started when they were surrounded by more than 75 Russian sector police and driven away.

The Berliners, angered by this last attack on city hall, gathered in the British sector Sept. 9 for a protest demonstration. But as the crowd got bigger, its low murmurs swelled into roars. Just as the meeting was breaking up and crowds were swirling about Brandenburg Gate, a truck full of Russian sector police appeared. A rock flew toward it, then another. Soon the air was full of missiles. Whenever Russians appeared they were showered with stones. When the Red flag was torn down and burned by the crowd, Russian soldiers, appalled by the size and power of this rioting demonstration, scurried to their side of the Gate and nervously swung their Tommy guns on the Berliners. Then they fired into the air. Meanwhile there had been more firing in the Russian sector and a young Berliner had been killed. British MPs quickly formed a cordon and forced the Berliners back away from Brandenburg Gate. Slowly the violence subsided and the crowd thinned out.

By 9 o'clock that evening silence had settled around Brandenburg Gate. The dark streets rang hollowly to the heavy stride of four Red army officers as they walked through the Gate into the British sector. Asked by a reporter if all was quiet, one Red officer showed his steel false teeth in a wide grin, "Yes, all is quiet," he said, "—for a while."



THE RED FLAG, which was torn from the Brandenburg Gate flagpole, is displayed by demonstrators returning from protest meeting. Later it was burned.

FOR PEACE, WE MUST RISK WAR

A great Christian theologian finds that our best hope is to be steady of nerve and resolute in purpose

by REINHOLD NIEBUHR

"I wonder whether America fully understands," said a British member of Parliament to me, as we were returning together from a Continental trip, "that the only way to avoid war is to run the risk of war?" The question summarized the situation in Europe completely. Indeed it accurately defined the quality of the fateful decisions which America must take continually in the next years.

The immediate occasion for the question was the problem of Berlin. We were attending a great church congress in Amsterdam while the negotiations about Berlin were in progress. I made it my business to ask delegates from every European country, including many from behind the Iron Curtain, whether, in their opinion, we ought to stay in Berlin at all costs or whether we should retire in the interest of peace. There was only one dissenting voice in an otherwise unanimous opinion. The prevailing opinion was, "You must stay at all costs. That is the only way of avoiding war." The reasons for this unanimous conviction were as follows:

The Russians are pressing at every point on the strategic line which now confines them to eastern Europe, and they use every political trick to sow confusion behind our own line. They have suffered a major political defeat in the introduction of the European Recovery Program. The revival of trade and the convalescence of the Western European economy are leading to a revival of hope everywhere. But the Russians still have one strong card to play. They are seeking desperately to prove to the European peoples that we have no staying power, that in the end we will yield to pressure. Originally their idea was that a depression in America would prompt our withdrawal from Europe. Now they are no longer sure about that possibility. But they either believe or pretend to believe that we will yield at any point if the pressure is great enough. They do not think that we will run the risk of war.

This calculation may be mistaken, but it accurately defines the disadvantages under which democracies labor in the diplomatic game with tyrannies. Even if neither side wants war the dictatorship can pretend that it is ready for it, while public opinion in a democracy is very critical of a policy which seems to threaten the possibility of war. It was by that tactic that Hitler was able to win one strategic victory after another without war until he was strong enough to make war. We have partially learned the lesson which Hitler has taught us and have been standing fairly firmly against Russian pressure. But it is not yet certain that we will stand firmly enough.

Let us go back to the Berlin crisis to illustrate the point. We should never have been in the position of holding an island in the city of Berlin without a real corridor under our own control. Granted this initial mistake, perhaps we should have abandoned Berlin at the moment when it was fully apparent that the quadripartite control of Germany had broken down and that we would have to organize both western Germany and Western Europe. At any rate we stayed, and it must be apparent that

On these pages LIFE presents a major statement of policy and faith by Dr. Reinhold Niebuhr, who has given the Christian viewpoint perhaps its most effective intellectual expression in the U.S. Dr. Niebuhr is famous as an author, theologian, teacher and preacher (he is a Lutheran). No pacifist, he in the past has advocated a firm but reasoned attitude toward Soviet Russia (LIFE, Oct. 21, 1946). In this article, which was written after his return from the recent meeting of the World Council of Churches in Amsterdam, he declares that any further retreat will be fatal for mankind, and that the time for compromise has passed.



one good reason for staying was that we would have had to sacrifice thousands upon thousands of heroic anti-Communists in Berlin who made it impossible for the Russians to get control of the Berlin government. We would not have lost as much prestige in Western Europe if we had left then as we will if we leave now. But we would have lost considerable prestige even then. The Russians would have whispered all over Europe even then, "You had better yield to us before it is too late. The Western powers will desert you in the end."

We stayed, but we were not in a very strong position because the Russians controlled our corridor and immediately sought to make our position untenable. We undoubtedly surprised them by the vigor and tenacity by which we organized the airlift. That fact made it possible for us to bargain with them. But the difficulty of sustaining an isolated and divided city indefinitely made it possible for them to get the best of us in the bargain. If the negotiations now in progress come to fruition, we will secure a modicum of control over the Berlin currency, but Berlin will have Russian currency and to that extent will become a part of the Russian economic system. We may expect the Russians in due time to start wrecking the quadripartite control of the currency. Some such bargain is the best we can hope to get, considering that the airlift was the strongest card we were willing to play.

It is fairly generally believed in Europe that our Berlin commanders were ready to solve the problem by pushing armed convoys through the Soviet blockade. Both civilian and military authorities finally decided that this project was impracticable, but the revealing point is that Western Europeans would have welcomed such a move and would have breathed a sigh of relief.

The Russians Are Afraid

There is a general feeling in Europe that there would have been no war. The reason is simple. The Russians are even less prepared for war than we are. Their policy of truculence is a sign of weakness rather than strength. They know their technical inferiority. Furthermore their hold upon their satellites in eastern Europe is not so strong as is generally believed. The Tito affair is one proof. The recent crisis in the Polish government, which resulted in the dismissal from office of the leading Communist, is another. In both cases the causes of disaffection are the same, though they are much

more vigorously expressed in Yugoslavia than in Poland. One cause is a rising nationalism of the satellite nations against a fake internationalism clothed in the phrases of Marxism but not successfully concealing the Russian national interests. The other cause is that Russia is trying to force peasant nations to organize their agricultural life according to the principles of an abstract collectivism. The Soviet regime in its early years gained prestige with the peasants when Communism divided great landed estates and gave small hold-

ings to the people, and the Bolsheviks later had the utmost difficulty in collectivizing these holdings. Once it is given to them, there is no ready way of taking the land from the peasants. Even Communists in Poland and Yugoslavia, who are close to the problem, know that the orders of the Kremlin cannot be obeyed. The doctrinaire ideologists in the Kremlin do not know this. The program succeeded in Russia only at a tremendous price and because at a particular turning point in history the inert power of Russian peasant life could not be organized against the fanatic coterie of Communists who had seized the levers of power in the state. It is significant in this connection that the Communist president of Czechoslovakia had to assure the peasants of his nation, after the Tito affair, that the Czech government had no intention of embarking upon collectivization. The prime author of this fanatic and doctrinaire program, Zhdanov, is dead. He died rather suddenly and he may have died at the hands of a group in the Russian oligarchy which understood the danger of this policy for the continued hegemony of Russia in eastern Europe. Such speculations may be idle, but it is not idle to recognize that the Russian power is not so monolithic as is generally assumed.

In view of the Russian weakness we must be ready to risk war rather than yield to Russian pressure. But we must also refrain from any policy of incitement which comes in the category of "preventive war." Advocates of preventive war assume that Russia will grow stronger and we will grow weaker. Their calculations are not only strategically mistaken but morally wrong. They assume a prescience about the future which no man or nation possesses. The next war will be too terrible and its consequences too problematic to justify any irresponsibility in initiating the conflict. The power of the enemy is, moreover, too dubious to justify the initiation of the conflict through fear. Our object must be to avoid war, but not "at all costs." For to pay too high a price for its avoidance is finally to court the peril of the war in the very effort to avoid it. Here lies the moral dilemma of our age.

This moral dilemma was nicely illustrated at the assembly of the World Council of Churches in Amsterdam. The individual delegates, as already reported, were practically unanimous in expressing the conviction that the best way of avoiding war with Russia was not to yield one inch to Russian pressure. Officially the conference said, "The churches must stand for good faith and the honoring of the pledged word; must resist the pretensions

CONFERENCE

BERLIN - WASHINGTON

THIS IS BERLIN. I AM READY.

CONFERENCE

WASHINGTON - BERLIN

THIS IS WASHINGTON. ARE YOU READY

BERLIN?

"TALKING" TO BERLIN, and deciding the next step, State Department officials use this specially designed room. To "talk," one of the men writes his message to Berlin office on a slip of paper and hands it to an attendant who takes it to the operators of the

teletype machines. As machines type out the messages they are projected on these screens so each man sees his question (right) and Berlin's answer. During the Berlin crisis events have happened so fast that instant communication between cities has been essential.

of imperialist power; promote the multilateral reduction of armaments, and must combat indifference and despair in the face of the futility of war." Parts of this statement of ideal ends are certainly at variance with the known convictions of many individual members of the conference. They knew perfectly well, for instance, that the "multilateral reduction of armaments" had no particular relevance to our present situation. They knew that it was the preponderance of power in the West which was preserving our peace.

One need not accuse the members of the conference of flagrant hypocrisy in subscribing to an official creed which they did not privately share. They were caught in a moral dilemma in which all of us are involved. We find it difficult to bring the morally ambiguous strategies by which war must be prevented into the orbit of our moral abhorrence of war. Yet if we fail to do this we will suffer the fate of the tragic heroes of Greek drama who involved themselves in the very calamities which they tried too desperately to avoid.

The only statesman of our age who fully mastered the art of relating morally ambiguous strategy to high moral aims, without emptying the cause of its moral content, was Churchill. That accounts for his peculiar eminence. Almost everyone else fell either into moral cynicism in the pursuit of strategy or into moral sentimentality through the separation of the moral cause from strategy. Even Roosevelt, though a master of political tactics, succumbed to sentimentality when facing the ultimate issue. He thought he could beguile the Russians into mutual trust by a show of gay-hearted trust toward

them. We ought not to criticize this error too severely. We ought at any rate not forget that it was prompted by the convictions and hopes of all the Western nations. One need only remember the hysterical protests against Churchill's Fulton speech, the main outline of which has subsequently, by dire necessity, become the settled policy of the Western world, to recognize how recent is our conversion from the sentimental hopes of yesterday.

The importance of strategic firmness and shrewdness for the preservation of peace must not obscure the equal importance of moral and political factors. Despite the European Recovery Program, which has given our cause a genuine moral content, we are still morally weak at many points. We are much

too rich and powerful to be the beacon light we think we are to the poverty-stricken people of Europe and even more particularly to those of Asia. Remnants of wartime vindictiveness may prevent the most creative use of German resources. The shocking weakness of France incites Communist hopes for the penetration of Western Europe. The policies of the new South African government help to feed the flames of racial resentment which Communists exploit in the whole of Africa and Asia. Furthermore the peoples of Europe have a disconcerting ambivalence toward us, being grateful in one moment that the Communist tide is stemmed by our power, and speculating in the next moment whether or not they could avoid involvement in a war between Russia and America. This new European isolationism, particularly vocal on the British left, is just as unrealistic as was our isolationism when Britain, and not we, was making the fateful decisions.

But the weaknesses in our cause must not lead us to be less resolute in its defense. We cannot afford any more compromises. We will have to stand resolutely at every point in our far-flung lines. The risks involved will tempt us again and again to yield. If we do we will deliver the fainthearted in Europe into the hands of the enemies of mankind and will give new hope to the presently subdued Communist forces of Western Europe.

No nation has ever played for bigger stakes than our powerful nation is playing now. We can save mankind from another holocaust only if our nerves are steady and if our moral purpose is matched by strategic shrewdness.



A G. O. P. CONFERENCE of Vandenberg, Dewey and Dulles led to firm bipartisan statement against aggression.

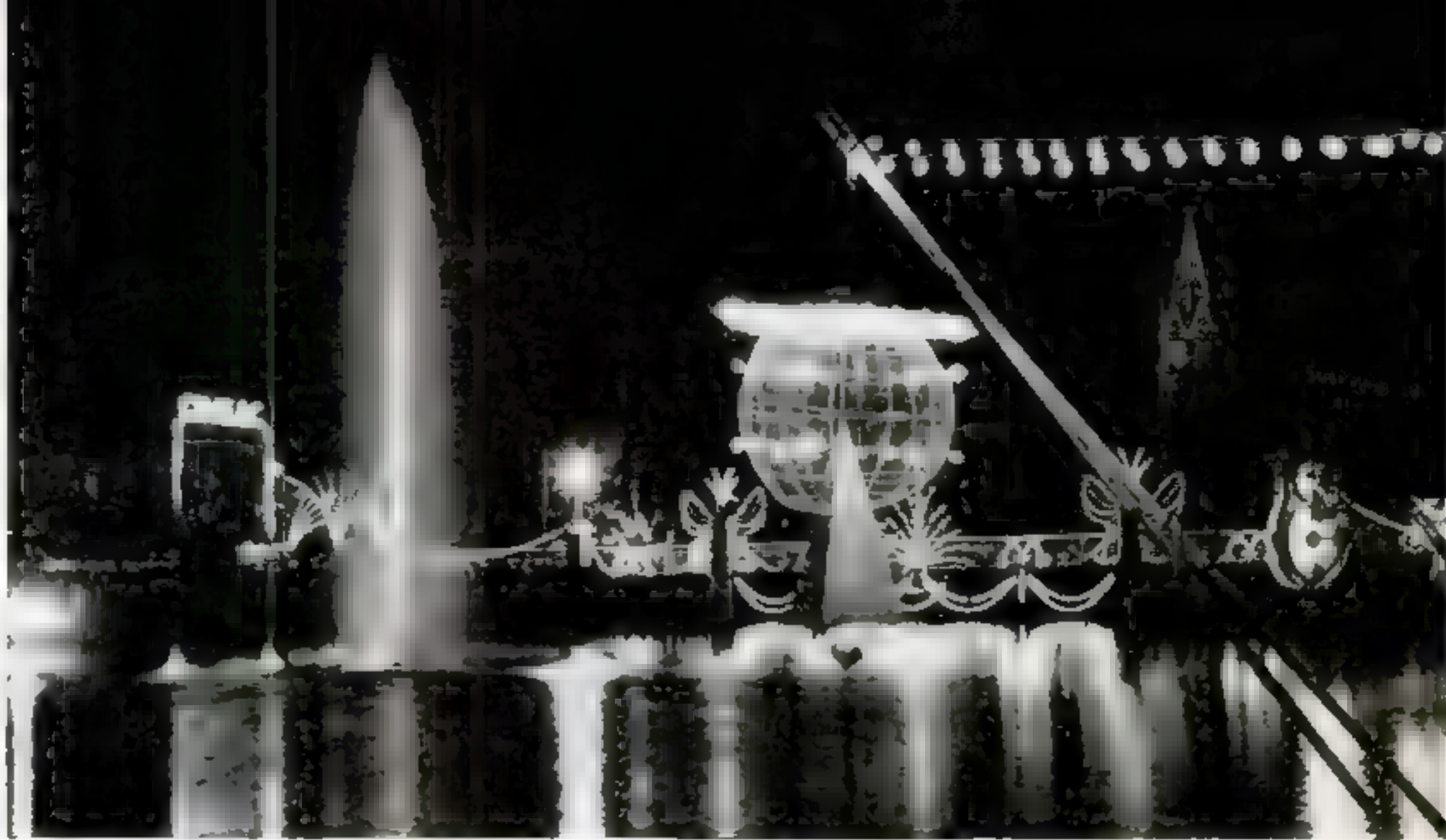


ON HER BIRTHDAY, opening the week's festivities, Wilhelmina and her family attended a lavish pageant depicting her 50-year reign. Attended by the burgomaster (with

neck chain) she was greeted by top-latte officials on arrival at Amsterdam's Olympic stadium. Juliana and her consort, Prince Bernhard, are walking behind the burgomaster.



FROM ROYAL BOX Juliana, Wilhelmina and the prince consort, Bernhard watch pageant. Burgomaster is in rear.



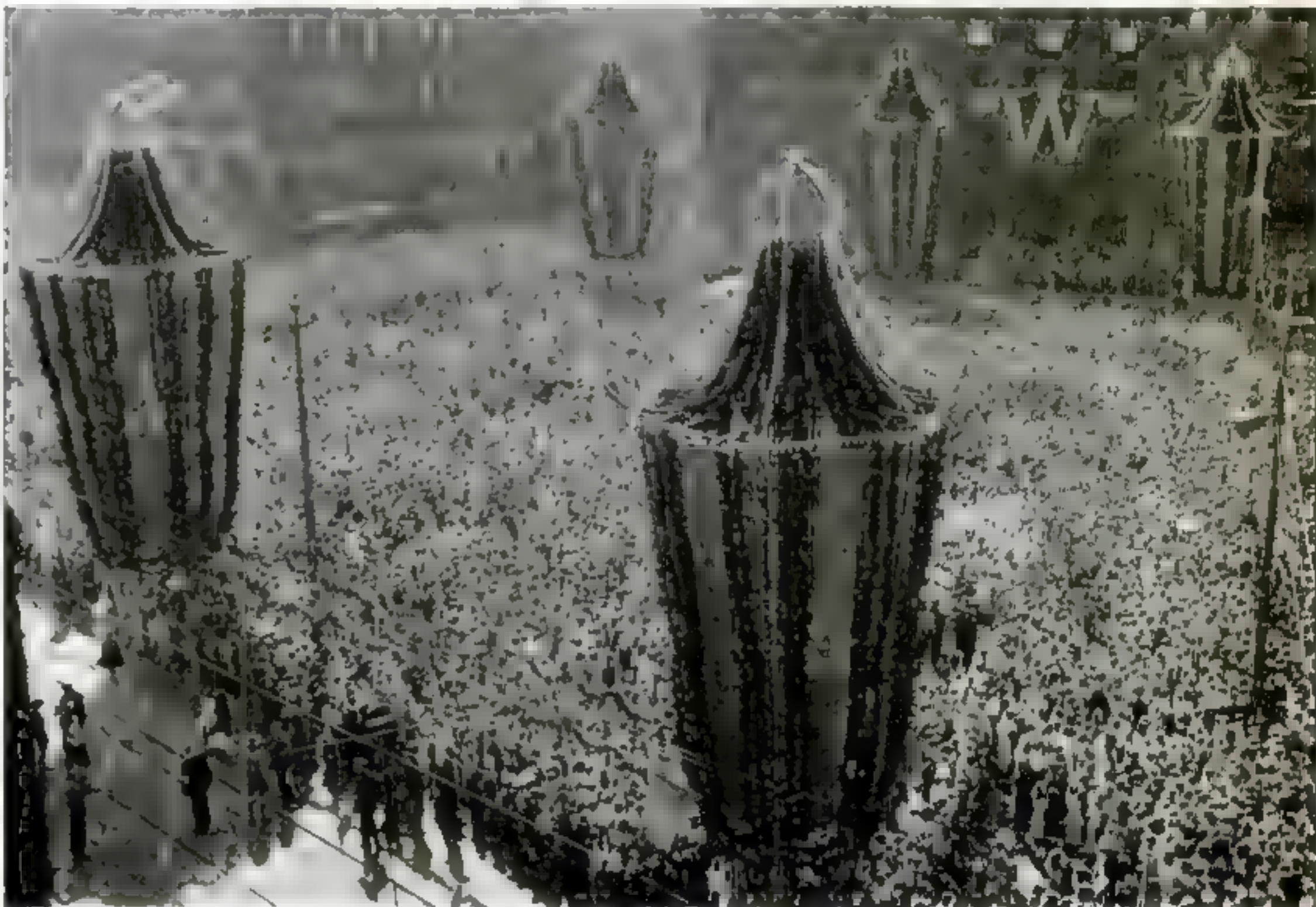
STRINGS OF BRIGHT LIGHTS pick out Holland's lakes, canals and buildings during the celebration. This

is Lake Vijver at The Hague, seat of the Dutch government. Bigger waterways were filled with boats at night.

WILHELMINA GIVES WAY TO DAUGHTER

She abdicates after 50-year reign

The reign of Wilhelmina Helena Paulina Maria of Orange ended in a formal dignity almost unique among the retirements of latter-day royalty. Far from slipping nocturnally over the border with revolutionaries howling in the distance, the Queen of the Netherlands deliberately signed her abdication in her own palace while the ministers and nation she had bravely and wisely guided through two scourging wars looked on in nostalgic affection. That firmly penned "Wilhelmina" not only demoted the woman who had been queen a full half century to the rank of mere princess (below even her own grandchild); it simultaneously elevated her 39-year-old daughter, Juliana, to the throne. But if anything could, it elevated Wilhelmina even higher in the hearts of her people, who celebrated the double event with an entire week of holiday, beginning appropriately on her birthday. From the moment Wilhelmina arrived in Amsterdam to abdicate, all Holland dissolved in a bright orange glow of pageantry as her subjects bade worshipful farewell to the old queen and staunchly hailed the new.



HUGE ORNAMENTS decorate Dam Square (*above*) before palace, to which her subjects thronged on queen's

birthday, Aug. 31. Padvindsters, Dutch girl scouts, bearing torches (*below*) paraded before and serenaded palace.



POLICEMAN AND DOG watch for unruliness in crowd awaiting queen's arrival near the palace. There was none.



CONTINUED



AFTER HER INAUGURATION NEW QUEEN RODE THROUGH PACKED STREETS IN A GOLDEN COACH SO LARGE IT IS STORED IN CAPACIOUS HEINEKEN BREWERY STABLES

JULIANA IS INAUGURATED AMID HISTORIC RITUAL, LIGHTHEARTED GAIETY

Two days after her mother's abdication, during which she almost broke down (*below, left*), Juliana was formally inaugurated as Queen of the Netherlands with all the pomp and circumstance of which Holland was capable. That was a great deal (*above*), although many of the horses had to be rented and many of the gaudy uniforms were redolent of moth balls. The lavish lighting of public buildings also was decided only after town councilors weighed the

electricity it would expend against that saved in the darkened homes of those away at the festivities. This traditional Dutch thrift detracted not a whit from the warm regard in which the new queen was held. Juliana and her consort, Bernhard, will need that affection. War-damaged Holland has made a brave comeback but must still solve such problems as the Indonesian Republicans, who had no representative at the ceremonies, and a dollar-needy economy.



IMPULSIVE KISS is given to a tearful Juliana by her mother during their speeches which followed abdication.



INAUGURAL OATH to support constitution is taken by Juliana, with Bernhard at her side, in the Nieuwe Kerk.



LOYAL SUBJECTS peek through a window to see holiday dancing at Vlendam on inauguration night, Sept. 6.



IN THE JORDAAN, an Amsterdam slum where the beer and gin flowed as liberally as anywhere, two housewives did an impromptu jig and were intensely appreciated by the

crowd at one of the street gatherings which were a nightly occurrence. Driving through it after becoming queen, Juliana received a tumultuous welcome from the Jordaan.



AFTER A ROUSING SPEECH HERMAN TALMADGE AND HIS WIFE ACCEPT HANDSHAKES. OCCASIONALLY THE HANDS ALSO PALMED DOLLAR BILLS FOR CAMPAIGN EXPENSES



HATS IN HANDS, two Negroes respectfully stand aside as Talmadge and wife leave city hall after voting.

TALMADGE MARCHES THROUGH GEORGIA

"Ole Gene's" son gets governorship by imitating father, shouting "nigger"

Twenty months ago in the capital of Georgia, Herman Talmadge tried unsuccessfully to usurp the governorship after his father died (LIFE, Jan. 27, 1947). Herman left with the threat, "I'll be back." Last week he was back. He had made it in a campaign almost as colorful as the abortive seizure. Traveling from one end of the state to the other, wearing the same red galluses his father, "Ole Gene," had worn, Herman managed to stir up such a state-wide revival of racial prejudice that he swamped opponent Melvin Thompson. Herman just kept shouting

"nigger," and imitating his father while the back-country farmers yelled back, "You tell 'em, Hummon," spitting their tobacco juice neatly over their red Talmadge neckties. While Northern liberals grieved, the New York Times editorialized soothingly: "The only comfort is that he will hold office for only two years and, under Georgia law, cannot succeed himself." The Talmadge boys did not see things that way because he had won a special election to fill an unexpired term. At his victory celebration they were already talking about "Talmadge in 1950."



WHILE WOULD-BE SENATOR B. CARROLL REECE SWINGS OUT ON THE FIDDLE AT A RALLY, WOULD-BE GOVERNOR ROY ACUFF NASALLY RENDERS A SOUTHERN MELODY

REECE FIDDLES THROUGH TENNESSEE

King of hillbillies joins B. Carroll Reece in an old hoe-down campaign

Tennesseans seem to go for a rip-rousing show as much as Georgians. Last week the two Republican candidates for governor and senator, Roy Acuff and Brazilla Carroll Reece, were touring the state like mountain minstrels drumming up votes. This kind of campaigning was right down Acuff's valley; as king of hillbilly performers, he is especially good at fiddling and singing *Wabash Cannonball* and *The Great Speckled Bird*. B. Carroll Reece, former chairman of the Republican National Committee, is no slouch at this himself, being a virtuoso at the jew's-

harp. But although the two happy hillbillies were playing to big crowds, they would have a tough fight to beat Democrats Gordon Browning (for governor) and former Congressman Estes Kefauver (for senator), who last month beat the once-formidable Crump machine. And despite the winning performances of Acuff and Reece, an audience in Kingsport pelted them with assorted fruit last week. The rollicking candidates could console themselves, however, with the assurance that the pelters were not so much Acuff- and Reece-haters as they were music lovers.



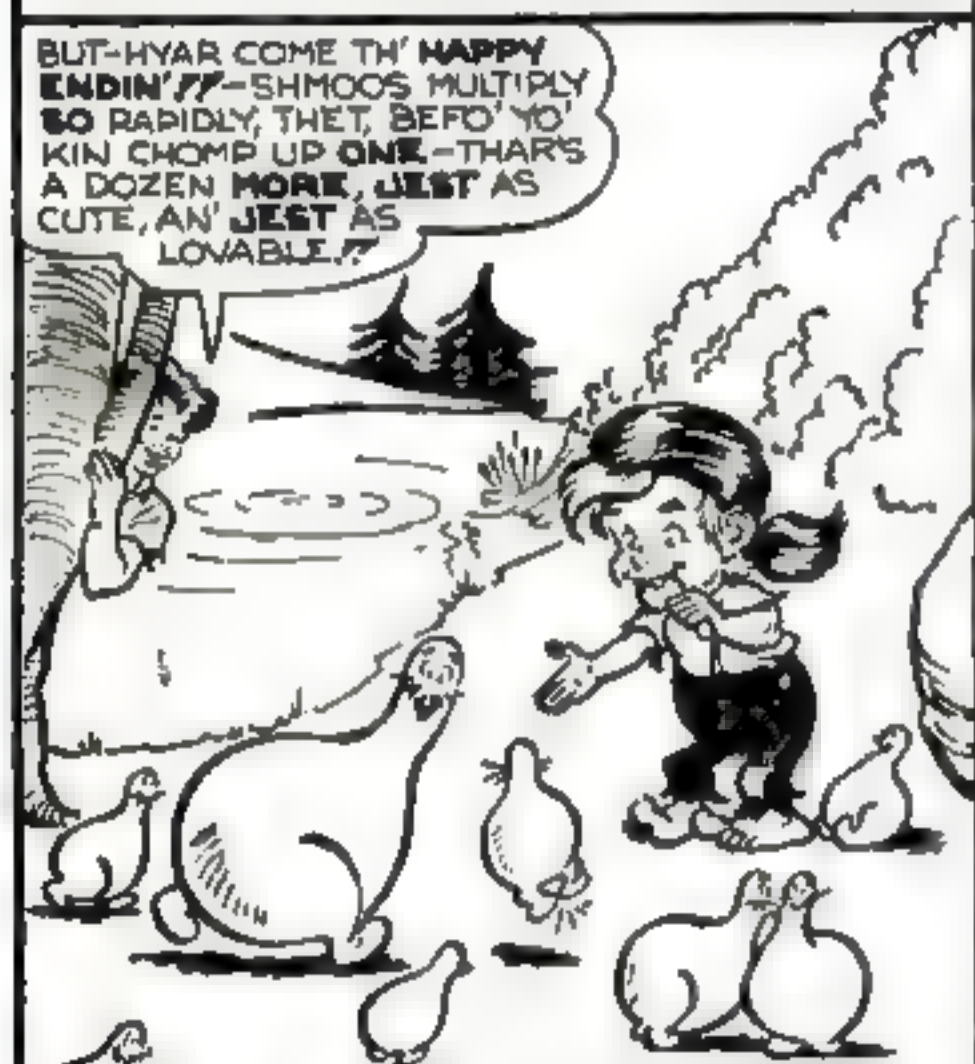
BALANCING ACT with fiddle bow is done by Acuff. If elected, he promises to do radio program from capitol.



DISCOVERY OF SHMOOS by Li'l Abner enrages their guardian, who feels that turning shmoos loose on the world will mean a black day for everyone.



VIRTUES OF SHMOOS are boundless, as Li'l Abner's mother, Mammy Yokum, begins to discover. Broiled, shmoos taste like steak, fried, like chicken



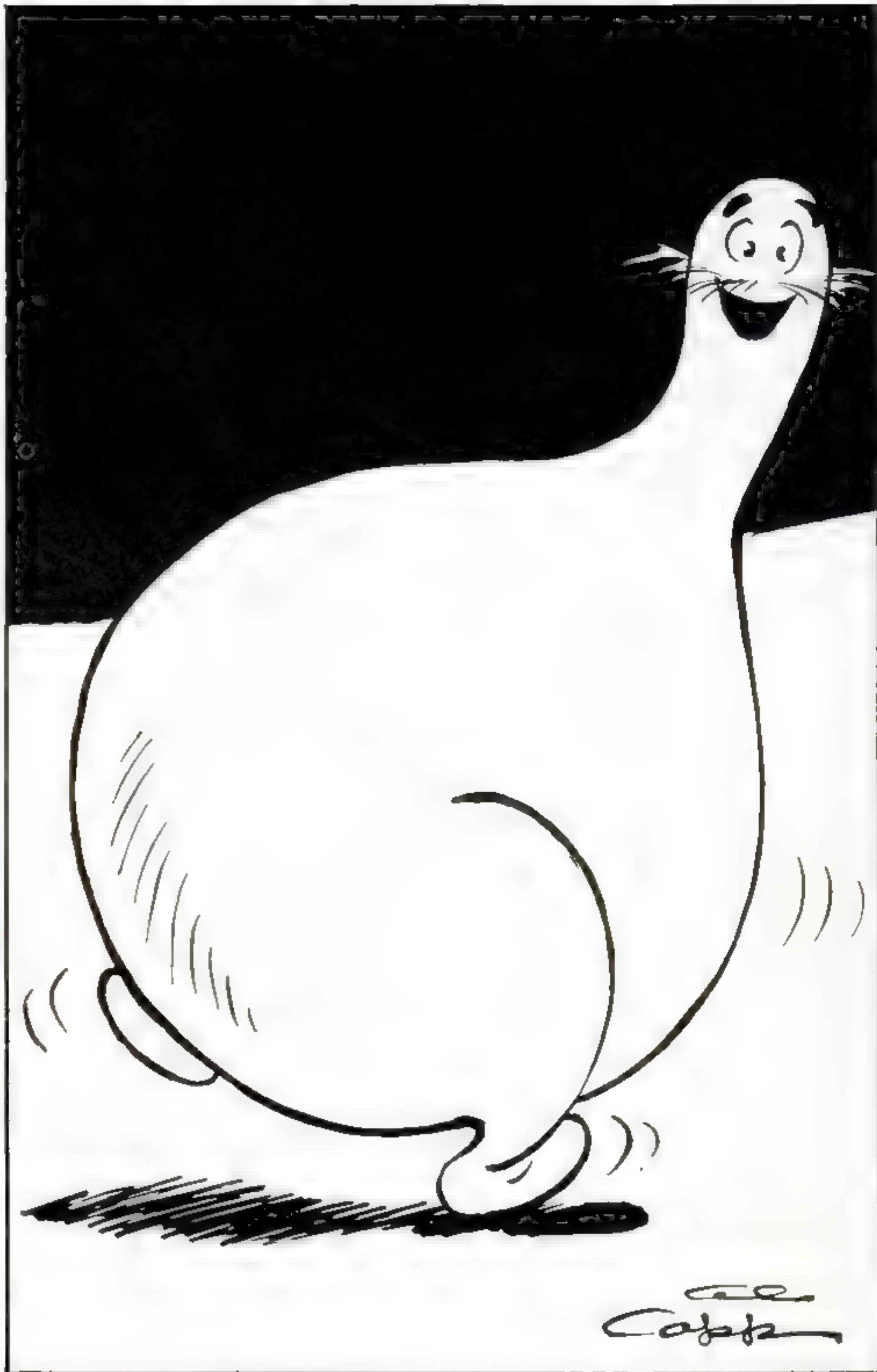
HAPPY URCHIN named Unwashable Jones, who has just tearfully barbecued and eaten a pet shmoos during a fit of hunger, makes a wonderful discovery.



ANGRY MERCHANT, stopping in to find out why the Dogpatch natives have suddenly stopped buying his doubtful wares, makes a horrible discovery.



CITY SLICKER, who has come to Dogpatch to offer the natives a wage of \$6 for 126 hours of hard labor a week, finds he has arrived a few days too late.



RAMPANT SHMOO, DRAWN FOR "LIFE" BY CARTOONIST CAPP, LOOKS LIKE A SOFT WHITE HAM WITH LEGS

THE U.S. BECOMES SHMOO-STRUCK

On Sept. 3, out of the hidden valley of the Shmoon somewhere in the Dogpatch country, poured millions of ham-shaped, toeless shmoos. At their head strode Li'l Abner, the muscular bumpkin created by Cartoonist Al Capp, whose comic strip appears in 600 U.S. papers. Wherever he went, Li'l Abner presented free shmoos to all comers. This, because a single shmoos can produce an endless supply of the necessities of life (left)—at absolutely no cost to the shmoos-keeper—appeared to mean that the worries of mankind were over. But as Capp's 27

million readers studied the boundless virtues of shmoos, and as shmoos crept into the consciousness and conversation of everyone within reach of a newspaper, it daily became apparent that shmoos were too good. Somewhere, shmoos-fanciers felt, there must be a horrible booby trap. No creature in this world or even in that of the inventive Al Capp could go on forever supplying free meat and suspender buttons. The readers waited, fascinated but uneasy, for the bubble to burst and for Soft-Hearted John to get back in the saddle again.

3 SOUPS THAT SAY "LET'S EAT!"

TEMPTING

● Luscious, red-ripe tomatoes, fine creamery butter, a gentle just-right seasoning—a matchless recipe and skilled cookery. No wonder this is "the soup most folks like best"! Sometimes prepare it with milk added, for an extra-delicious cream of tomato.

Campbell's TOMATO SOUP

You'll find each one an ideal choice to build many a family lunch or supper around — for good taste and sound nourishment.

HEARTY

● Old-fashioned thick bean soup . . . made extra-hearty with plump, tender whole beans . . . made extra-tasty with the piquant flavor of fine bacon. If the folks at your house like old time, really satisfying eating, then this is their dish. Just you try it and see!

Campbell's BEAN with BACON SOUP

CHICKEN-RICH

● Made with plenty of chicken — that's the secret of this homey, well liked soup. A chicken stock slow-simmered to gleaming richness . . . golden egg noodles added for heartiness . . . tender pieces of chicken for every plateful. A favorite soup since Colonial days.

Campbell's CHICKEN NOODLE SOUP
LOOK FOR THE RED-AND-WHITE LABEL



When appetites in autumn
Home for supper troop,
You'll be glad you bought 'em
Lots of Campbell's Soup!



"I just started something I can't stop!"



Lucky Woman!

She just fed her man *Birds Eye Peas in Squash Nests*, and he's raving for MORE and MORE!

And you can't blame him—Birds Eye grows the world's sweetest, tenderest peas.

Picks 'em when they're young and dewy-fresh. Shells, washes, quick-freezes 'em *so fast*, they capture all the country goodness and farm-fresh flavor for you!

And, incidentally, Birds Eye saves *you* work and mess. Saves you cooking time, too—Birds Eye Peas cook in 5 to 7 minutes!

Try 'em in our recipe for Peas in Squash Nests. The combination makes delightful eating. Economical, too.

One box of luscious, always-the-same Birds Eye Peas equals two pounds of market peas. *A real economy buy!*

RECIPE FOR BIRDS EYE PEAS IN SQUASH* NESTS!

- 2 acorn squash*, halved and baked
- 1 package Birds Eye Green Peas
- $\frac{1}{2}$ cup pea liquid
- 3 tablespoons butter
- 2 teaspoons flour
- 1 chicken bouillon cube
- $\frac{1}{4}$ teaspoon lemon juice
- 1 tablespoon chopped chives

Before you put halved squash into oven, place 1 teaspoon butter and 2 teaspoons brown sugar in each squash half. Sprinkle with salt and pepper.

Cook the young Birds Eye Peas as directed on package. Drain, reserving $\frac{1}{2}$ cup liquid. Melt butter in saucepan. Add flour and blend. Add pea liquid and bouillon cube. Cook and stir until thickened. Add lemon juice, chives, and cooked peas.

Work brown sugar and butter mixture into squash meat with fork. Arrange squash halves on serving platter and fill centers with peas. Serve with bacon curls. Makes 4 servings.

*Halved baked sweet potatoes or yams may be used.



Product of
General Foods

GUARANTEED the best eating you ever ate, or your money back!... **BUT DO REMEMBER:** you get the one and only Birds Eye quality in the food packages marked "Birds Eye"!



AS FUNERAL CORTEGE OF DR. EDUARD BENEŠ PASSES THROUGH THE STREETS OF PRAGUE, CZECH WOMEN COVER THEIR FACES AND WEEP IN UNCONTROLLED GRIEF

CZECHS MOURN FOR BENEŠ—AND INDEPENDENCE

On Sept. 4 the unhappy little nation of Czechoslovakia again went into national mourning. This time it was for its great leader, Dr. Eduard Beneš, cofounder of the Czech republic following World War I and its president after World War II. Beneš' death came only three months after he had resigned rather than sign the new constitution which legalized the Communist seizure of power. It also came less than six months after the death of another beloved leader, Jan Masaryk, who leaped or was thrown from a window of his home after a tiff with the Communists.

Beneš' death could be attributed to natural causes—a paralytic stroke. But it was probably caused as much by a broken heart. Almost until the end he had faith that his country would eventually be the link that would bring East and West—Russia and the U.S.—together. In June he gave up that hope, a man broken in body and in spirit.

For the Czechs his death was a deep personal loss. Thousands poured into Prague to view his body as it lay in state, ironically, inside the Independence Monument. Although the Ministry of the Interior had forbidden it, many of

the mourners wore the uniform of the Czech Legion, which had formed the nucleus of the young republic after World War I, and of the Sokol, athletic organization which had staged a pro-Beneš, anti-Russian demonstration in July. When police tried to break up crowds near the monument, riots broke out amid cries of "Down with the police." Next day, as Beneš' body was borne on a caisson through Prague, armed Communist militiamen marched alongside to prevent demonstrations. The crowd thronging the sidewalks was orderly. But thousands wept, many bitterly. For they knew that they were burying not only Beneš but their last remaining symbol of national independence.



ON PLAIN IRON BED, body of Dr. Beneš lies after he had succumbed at his country home to paralytic stroke.



LINE OF MOURNERS who came to file past Beneš' bier at the Independence Monument stretches back over Zizkov Hill for four to five miles. Many waited in the cold, dreary weather for a long 7-12 hours to see their dead president.



FLORAL TRIBUTES were piled up by at least half the people who attended the funeral. When the room containing the coffin was filled to overflowing with flowers, mourners were asked to place their bouquets on the walls outside. Some had waited outside so long that their flowers were wilted.



BENEŠ' FAMILY, including his widow (second from left) and his wartime coadjutor brother Alois, walked directly behind the coffin in the funeral procession through Prague streets. Armed guards paraded alongside and were stationed along the line of march in order to prevent demonstrations.



OFFICIAL MOURNERS walking in the funeral cortege included tough Communist premier Antonin Zapotocky (extreme left) and members of his cabinet, all dressed in black. In a proclamation before the funeral, Zapotocky ordered 17 days of national mourning for Beneš.



1. Maestro Mel of music fame came humming in one noon.
 "I like to be in harmony," he sang in joyous tune.
 "That's why I've come," our Mel did hum in his symphonic best,
 "For everyone at Statler really is a special guest!"



2. At last, upstairs, our maestro's cares began to melt away.
 'Twas quiet there; in restful chair he snoozed till end of day.
 His radio was soft and low; he yawned, "I'll go to bed.
 800 springs and more will bring sweet music to my head."



3. When he awoke, the maestro spoke: "All hail the Statler tub.
 With towels white to left and right, I'll jump right in to scrub.
 I needn't grope for cakes of soap—they're piled up stack by stack!
 And such a lot of water hot to flood my famous back!"



4. "The dinner bell," said Maestro Mel, "puts me in merry mood."
 So down he sped where he'd be fed some tasty Statler food.
 "It's harmony from A to Z!" said Mel about his meal.
 "The roof I'll raise in Statler's praise, that's how it makes me feel!"



5. "While I am here I'm always near to where I want to go;
 I'm never late for business date, for concert or a show.
 My time is gone; so, with baton, I'll bid you all farewell.
 Let travelers all obey my call and head for this hotel!"



HOTELS STATLER IN BOSTON • BUFFALO • CLEVELAND
 DETROIT • ST. LOUIS • WASHINGTON
 HOTEL PENNSYLVANIA HOTEL WILLIAM PENN
 NEW YORK PITTSBURGH

P. S. Now you can make your reservations by teletype! Complete teletype service is now in operation at every Statler Hotel. For immediate replies, without uncertainty, use the teletype service near you.

EQUIP YOURSELF • FOR BETTER FISHING

Get This De Luxe, Precision-Made Tackle

The better your tackle, the better your fishing fun is likely to be. That's why, before your next fishing trip, you'll be wise to equip yourself with the value-leading tackle *precision-made* for you by BRISTOL. Beautiful, light, durable, precisely-balanced rods! One piece seamless tubular and one piece solid steel rods! "All-purpose" hexagonal and round telescopic rods! Super-strong silk and Nylon bait-casting and fly lines! Ultra-modern reels! BRISTOL originated, and is today's largest producer of high grade steel rods. Moreover, all BRISTOL tackle is BRISTOL made... made with a veteran skill and a zealous regard for perfection that assure your lasting satisfaction.



BRISTOL Seamless Tubular Steel Casting Rod, No. 53

Both the novice and the veteran fisherman will find this sturdy rod ideal for accurate casting. Note these attractive specifications: two lengths, 5 and 5½ feet. Aluminum die-cast "Set-Tite" handle, anodized green with "specie" cork grip and white tenite forward grasp. Chromium butt plate. White tenite adaptor. Seamless steel blade finished in artillery green enamel. Chromium plated "Belmar" guides. Light green silk windings. Comes in dark brown, best grade cloth case.



Rigid Tests Safeguard the Durability of BRISTOL Rods

Long experience has taught BRISTOL, originator of the steel fishing rod, how with precision manufacture, to fashion steel into rods of foremost quality. One of the numerous precise tests BRISTOL rods undergo during manufacture is illustrated here. This is a test to assure the steel's uniform hardness. Each rod section must be of an exact pre-determined hardness to give it utmost durability for a long lifetime of use.

Bristol
THE BEST TACKLE MANUFACTURING CO.
BRISTOL, CONNECTICUT

FISHING RODS
REELS • LINES



Also Makers of
BRISTOL
GOLF CLUBS

Beneš Funeral CONTINUED

SORROW ON WENCESLAS SQUARE



TEARS FLOWED from the eyes of both men and women who lined Wenceslas Square for the funeral, and some women fainted under the emotional strain. Many onlookers were visitors who had come long distances by train and auto.

Play *refreshed*...Have a Coca-Cola



*Busy youngsters welcome
pause for refreshment*



*Thirst for refreshment
relishes ice-cold Coke*

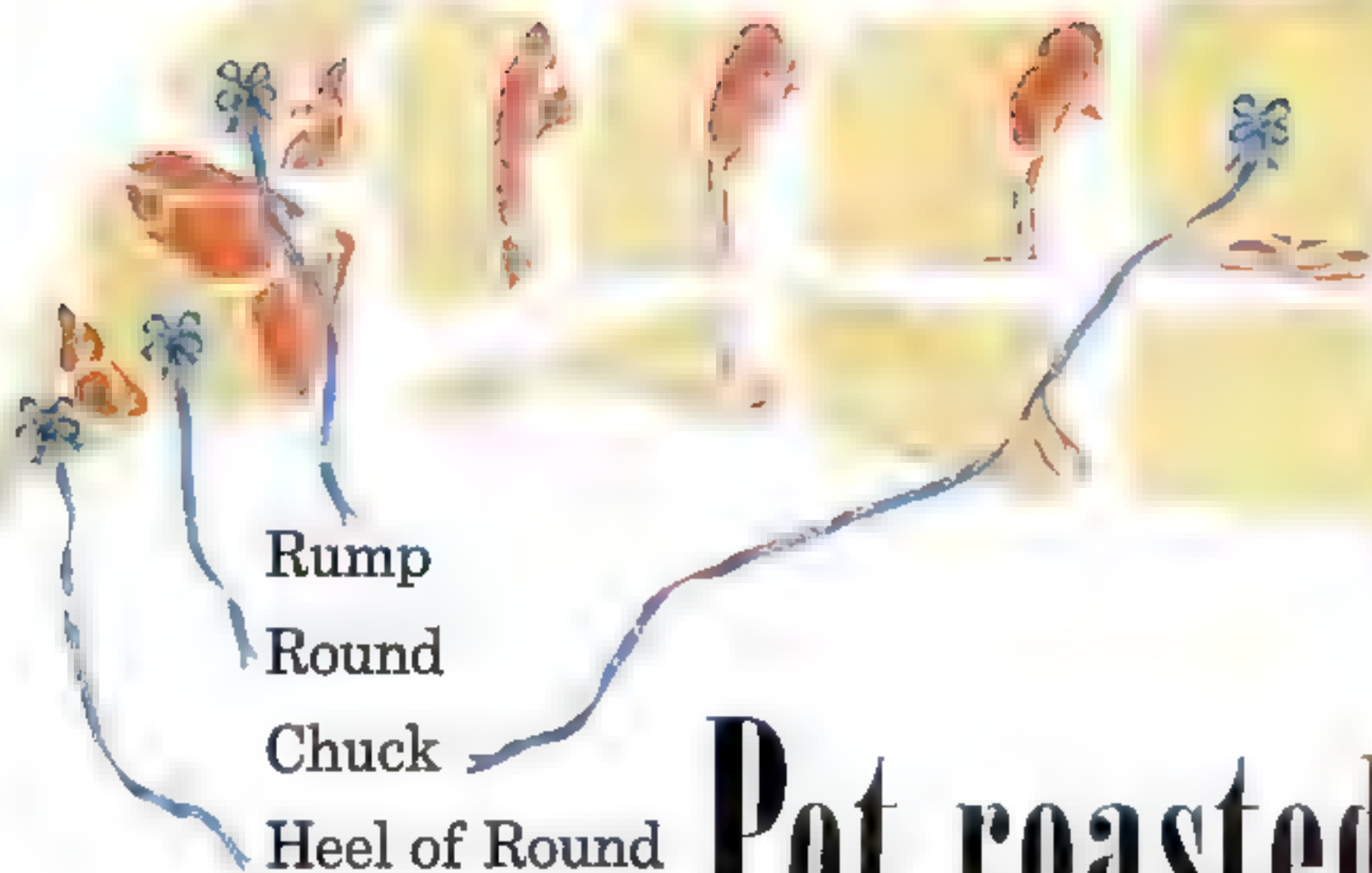


5¢

*Ask for it either way . . . both
trade-marks mean the same thing.*

Play provides for a pause now and then.

And that's when *the pause that refreshes*
with ice-cold Coca-Cola comes in.



Pot roasted with



WITH THE LOWER-COST CUTS of beef, you can make this glorious pot roast. Hunt style, that is!

You use Hunt's Tomato Sauce in the recipe. Your roast soaks up the tempting flavors of Hunt's fine seasonings and spices. And the rich goodness of those California tomatoes!

Hunt's Tomato Sauce is already *kettle-simmered* for you. It's ready to use. And it's won-

derful to use for dozens of dishes...

Try it for your meat and poultry recipes. For spaghetti, leftovers, vegetables, soups, rice, and gravies. Your family will love it.

Cost much? No! *Hunt's Tomato Sauce costs you only a few cents a can!* Even though more than four luscious California tomatoes are needed to make one can.

Most housewives buy several cans at a time.

The wonderful cooking sauce from California



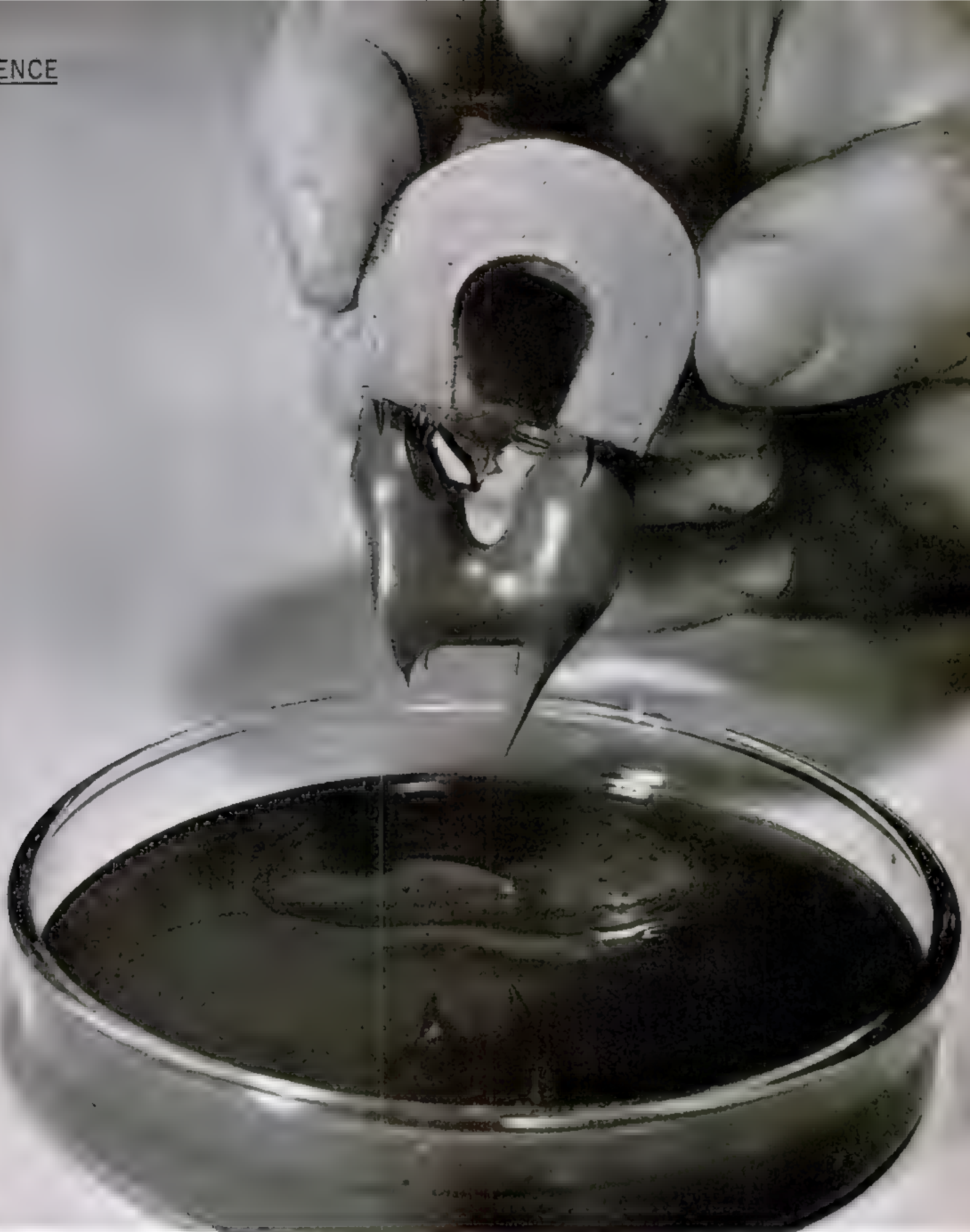
Pot Roast - Hunt Style

4-5 lbs. boneless beef, round, rump, chuck, or heel of round
 1/4 cup beef drippings or shortening
 2 medium onions, sliced
 2 cans Hunt's Tomato Sauce
 2 cups water 2 tsp. salt
 1/4 tsp. pepper 1/4 tsp. ginger
 8 whole cloves
 6-8 potatoes, pared and cut in half
 6-8 carrots, cut in half

Brown meat on all sides in fat. Add onions, Hunt's Tomato Sauce, water. 1 teaspoon of salt and 1/4 teaspoon of pepper. Cover and simmer over low heat 3 to 3 1/2 hours or until tender. Add vegetables, the remaining 1 teaspoon of salt and cook 30 minutes longer or until vegetables are tender. Makes 6 to 8 servings.

Hunt-for the best

Hunt's Fruits • Vegetables • Tomato Products Hunt Foods, Inc., Los Angeles, California



WHEN A SMALL PERMANENT MAGNET IS HELD OVER THE MIXTURE OF OIL AND IRON POWDER, THE FLUID WITHIN ITS FIELD ADHERES TO IT AND BECOMES SOLIDIFIED

MAGNETIC OIL

A new iron-containing mixture which solidifies when magnetized is basis of experimental clutch

The solid-looking mass clinging firmly to the magnet above is magnetic oil, a newly devised substance which promises to be of great importance in mechanical engineering. Made by mixing light oil with fine iron powder, the new fluid normally looks and feels very much like dirty crankcase oil. But when placed in a magnetic field, the thin liquid suddenly thickens into a tough semisolid. Its millions of microscopic iron particles become strongly attracted to each other and bind the fluid between them into a dense, homogeneous gel. This

binding action is the basis of magnetic oil's practical importance. Used as the main element in a revolutionary type of automobile clutch invented by Jacob Rabinow of the National Bureau of Standards, it serves to transmit power smoothly from engine to wheels. When the oil is unmagnetized it permits the engine to turn independently of the wheels, as when the clutch is released in an ordinary car. When the magnetic field is turned on, the oil solidifies to connect the moving parts just as a standard clutch does when it is engaged.

GLAMOROUS STAR OF OPERA...SCREEN...SAYS...

"For dream hands,
Cream your hands"



Gladys Swarthout

says: "I always use CREAM to keep my hands lovely and cream means Pacquins of course!"

Try her method for only 3 days...a 12-second hand massage with non-sticky, non-greasy

Pacquins Hand Cream

...in the morning...at night...
whenever your skin needs softening

SEE FOR yourself! Massage your hands with snowy, fragrant Pacquins... morning...night... whenever your skin is rough, chapped, or dry and you'll know why Pacquins is the choice of so many famous beauties!

Your own hands will tell you why! They'll be so much softer...smoother... truly patrician!

Pacquins is even more important if household tasks have roughened and dried your hands. Soothe them...smooth them

...help keep them beautifully groomed with Pacquins. It's so easy to use... non-greasy, non-sticky... never any waste or spillage. Keep that jar of Pacquins handy... Do as opera star Gladys Swarthout does... for dream hands—CREAM them regularly with Pacquins!



MENYA WESTBROOK, R. N., adds, "Pacquins action on the hands is wonderful. We nurses scrub our hands 30 to 40 times a day. Pacquins Hand Cream was made for us. I use it faithfully" (Pacquins was originally formulated for the use of nurses and doctors.)

Among the famous stars who use Pacquins are:

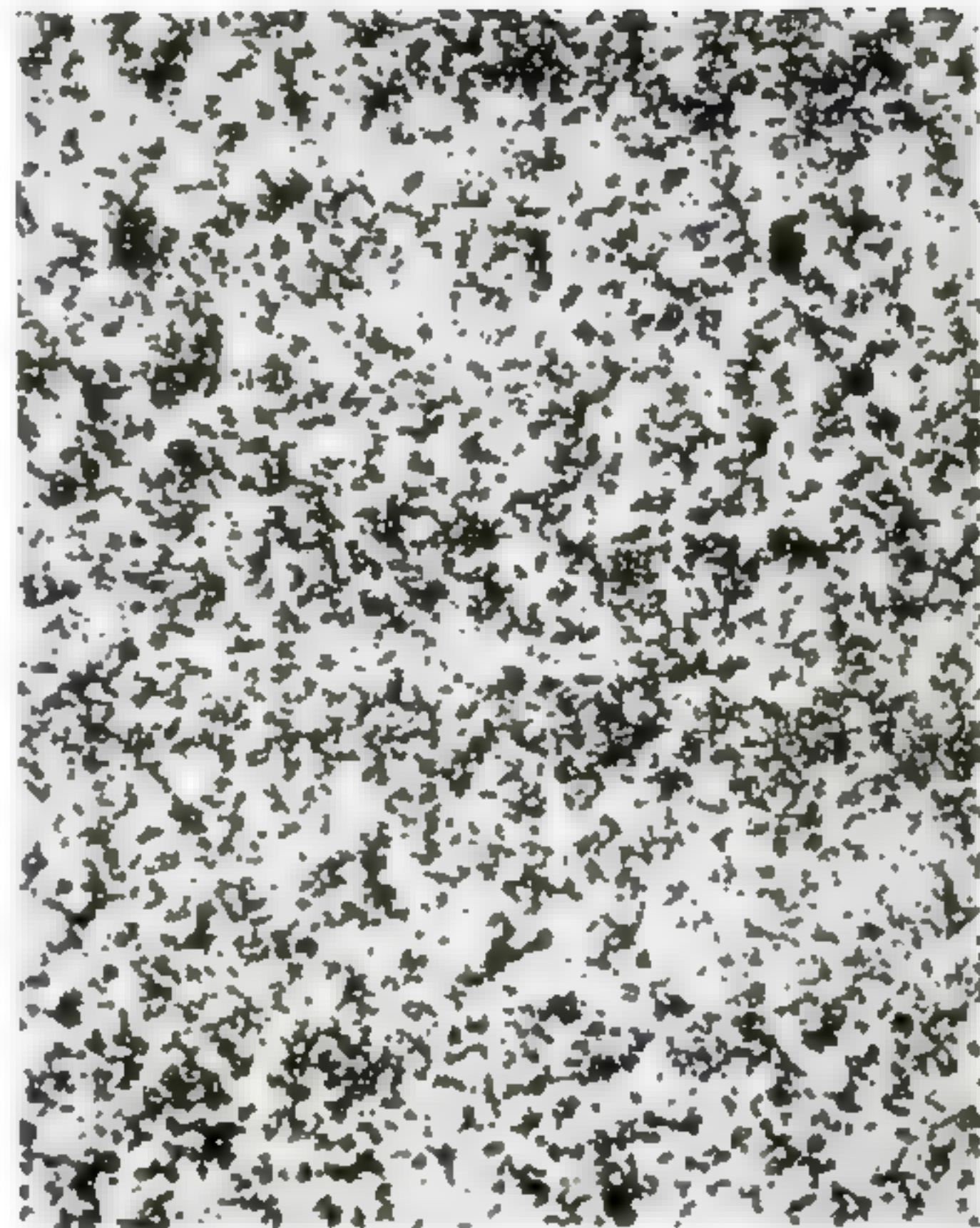
GERTRUDE LAWRENCE
VERA ZORINA
Risë STAFAS
LYNN FONTANNE



Also for extra dry skin, read label Pacquins contains lanolin!

ON SALE AT ALL COSMETIC COUNTERS
IN UNITED STATES AND CANADA

Magnetic Oil CONTINUED



UNMAGNETIZED, iron particles mixed with the oil are dispersed and float freely about. In the photomicrograph above particles are magnified 165 times.



WITH CURRENT OFF, magnetic oil has the consistency of ordinary motor oil. Glass dish which contains the oil has been placed inside a magnetic coil.



MAGNETIZED, the iron particles become attracted to each other and arrange themselves in chains which run through the fluid and provide a binding force.



WITH CURRENT ON, the mixture "freezes" and can be pulled like taffy candy into jagged peaks. Meter shows that current is flowing through the coil.

CONTINUED ON NEXT PAGE

FRESH AND BRIGHT IN THE MORNING?



TRY THIS DRUGLESS WAY. FOR SOUND REFRESHING SLEEP

Sound, *natural* sleep is the only kind that counts if you want to wake up rested in the morning. That is why Ovaltine is recognized throughout the world as the ideal sleeping aid.

Ovaltine contains absolutely no drugs. It acts in an entirely *natural* way. You take it hot at bedtime. It helps to break down nervous tensions built up during the day—induces natural relaxation and sleep. And furthermore, it helps rebuild you while you sleep, because

the important food elements found in Ovaltine are digested and absorbed readily—even while your body is in this relaxed condition.

You Can Tell Very Quickly

You can tell in three nights whether Ovaltine will help you in your situation. Just purchase a small-size jar for a trial. You will find it inexpensive. Remember that Ovaltine is not habit-forming, but it may be a very good habit to form.



O

VALTINE

PLAIN AND
CHOCOLATE FLAVORED



Yes, new BENEX makes beards 1/5 water!

For the shave of your life—try the wonderful, whisker-wilting magic of Benex Brushless. Benex leaves whiskers limper than wet wash. Actually lets beards soak up 1/5 their weight in water. Your blade just whistles through! Benex goes easy on, easy off. Won't clog razor or drain. For super shaves, buy a tube of Benex today—or send the coupon below for free trial-size tube.



Bristol-Myers' Brushless Wonder

FREE! Get your free, trial-size tube of Benex, the Brushless Wonder. Fill in and mail this coupon. Paste on penny postcard if you wish.

Bristol-Myers Co., Dept. L-98
630 Fifth Avenue
New York 20, N. Y.

Name _____

Address _____

City _____ State _____



MECHANICAL SIMPLICITY of magnetic clutch parts (top) is illustrated by comparison with much more numerous parts of an ordinary clutch (bottom).

CLUTCH IS SIMPLE AND EFFICIENT

The magnetic oil clutch consists primarily of a driving shaft connected to a steel cylinder inside of which is a smaller cylinder connected to a driven shaft. The two cylinders do not touch each other at any point but the space between them is filled with magnetic oil. An electromagnet placed inside the smaller cylinder creates a magnetic field which can be controlled to vary the binding force of the oil. Since the moving parts are not directly connected, there is little internal friction. The clutch will last almost indefinitely. And the extreme simplicity of its design (above) will make it cheaper to produce than clutches in use today.



EFFICIENCY of the clutch enables it to hold easily against the combined weight of six persons (more than 340 lbs.) lifted up on a big wooden platform.

BY APPOINTMENT TO H. M. ROYAL GEORGE VI • WMA JANDERSON & SON LTD

SCOTLAND
Leith

VAT 69

from Scotland to every corner of the world

preferred the world over because Quality Tells

PARK & TILFORD IMPORT CORP., NEW YORK
BLENDED SCOTCH WHISKY • 86.8 PROOF

Old Gold

was taught by Experience
...nearly 200*
years of it!



PRODUCT OF P. LORILLARD CO.
ESTABLISHED 1760



For a Treat instead of a Treatment
...treat yourself to **OLD GOLDS**



*First to give you the modern
enamel surface rug...*

GOLD SEAL CONGOLEUM



THESE FAMOUS CONG TRANSFORM AMERICA'



CONGOLEUM

TRADEMARK

*World's most famous
floor covering! Colorful...
low in cost...tops for wear!*

Really practical for a bustling family kitchen... really handsome for a lovely living room. Congoleum is your super service everywhere! And Congoleum is so inexpensive you can afford it for any room in your home. It works decorative wonders on a tight budget... it's smooth and flat without fastening...and it's so easy to keep spick and sparkling.

As for the Gold Seal... it's a wear layer of oil-enriched paint and baked enamel that lasts for years to 8 years of the best floor paint applied by hand. There are many Congoleum colors for every room... in rugs or on the wall. And remember, Congoleum is the only enamel surface floor covering backed by the famous Gold Seal guarantee.

IF IT HADN'T THE GOLD SEAL
IT ISN'T CONGOLEUM



First with the finest floor and wall coverings

Copyrighted material

*First to make inlaid linoleum with
superior built-in felt backing...*
NAIRN INLAID LINOLEUM



*First to bring you a great new
low-cost wall covering...*
CONGOWALL

OLEUM-NAIRN FIRSTS S FLOORS AND WALLS!



© 1948 CONGOLEUM-NAIRN, INC.

CONGOWALL IS BACKED BY THE
FAMOUS GOLD SEAL GUARANTEE

CONGOWALL

TRADEMARK

Wonderful new wall covering!

*Lastingly beautiful, easy to
apply, costs less than 15¢ a sq. ft.!*

Bring your bathroom up to date...re-
decorate your kitchen in one afternoon...
transform any room easily, inexpensively...
with amazing new Congowall! This
wonderful wall covering with its surface
of baked-on enamel is thick, tough, dur-
able...yet flexible, easy to handle, a
snap to apply. Just paste it to the wall!
The patented fiber backing assures easy,

trouble-free installation. Congowall's
raised tile pattern feels like ceramic tile;
mosses are actually recessed...mortar-
like! Biggest rows of all Congowall costs
you less than 1¢ a sq. ft. No wonder
this great Congoleum-Nairn "first" is so
popular all over America. Pick your pat-
tern, colors and get started—your dealer has
Congowall *con.*

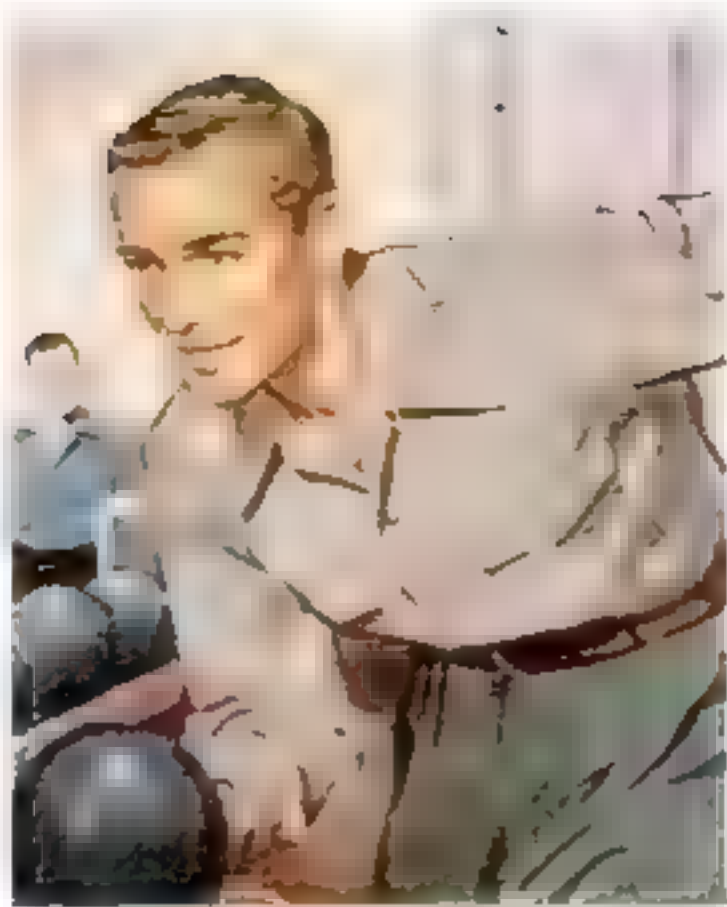
CONGOLEUM-NAIRN INC.

KEARNY, NEW JERSEY, MAKERS OF GUARANTEED
FLOOR AND WALL COVERINGS. NAIRN LINOLEUM
NAIRN ASPHALT TILE • CONGOLEUM • CONGOWALL

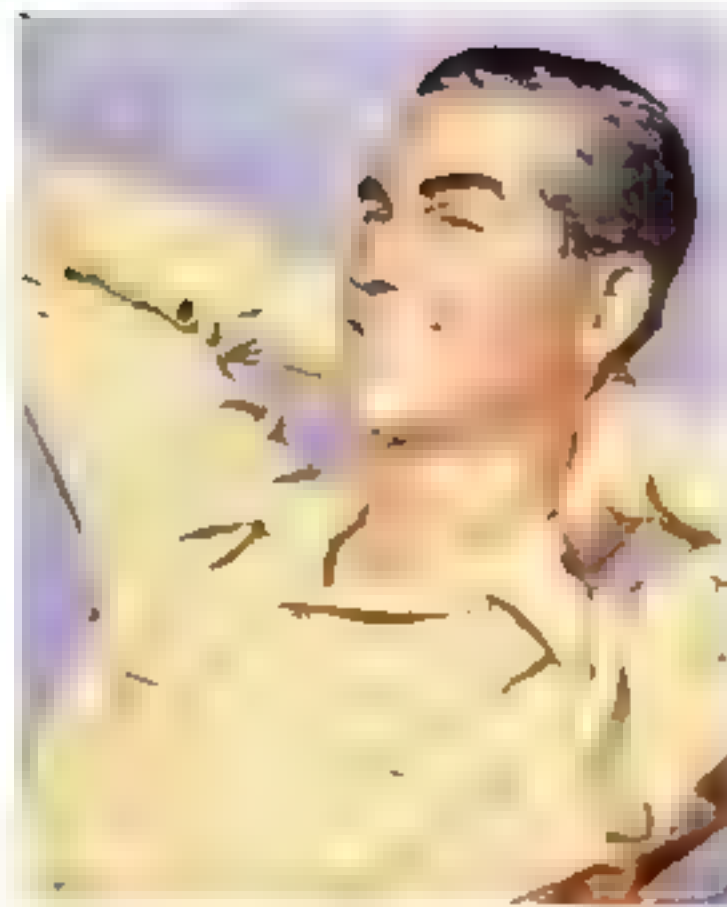




Arrow Gabanaro Sports Shirts



are wonderful lookers



in any company!



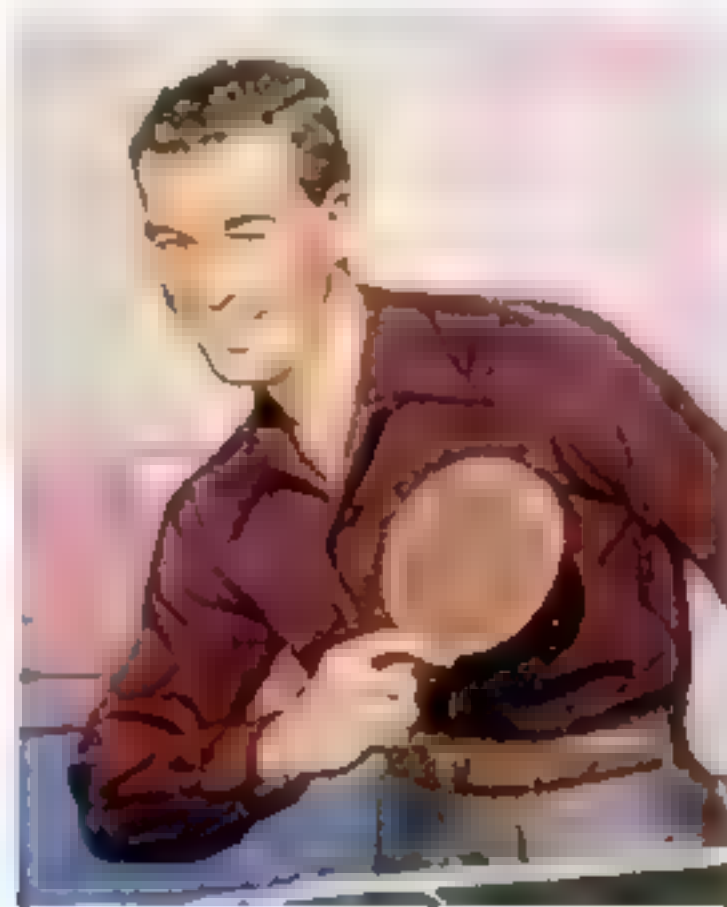
They will not shrink—



...or stretch out of fit!



Rich, rugged rayon gabardine



in 8 stunning shades.



Tailored beautifully

FOR ACTIVE and INACTIVE SPORTS

ARROW Gabanaro sports SHIRTS



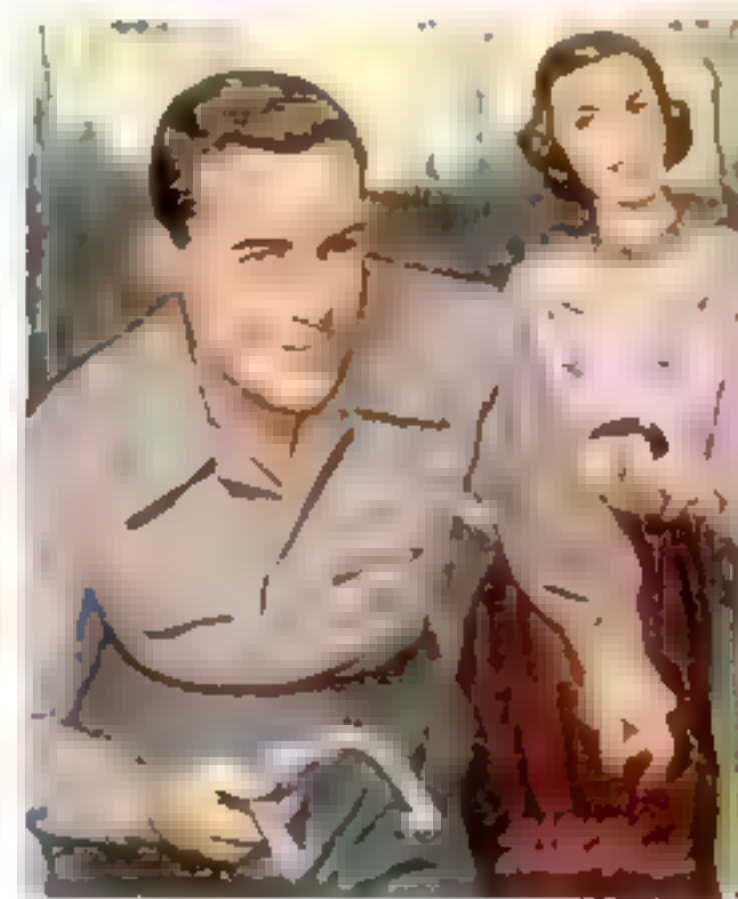
to give you a trim, neat fit!



Long sleeves only.



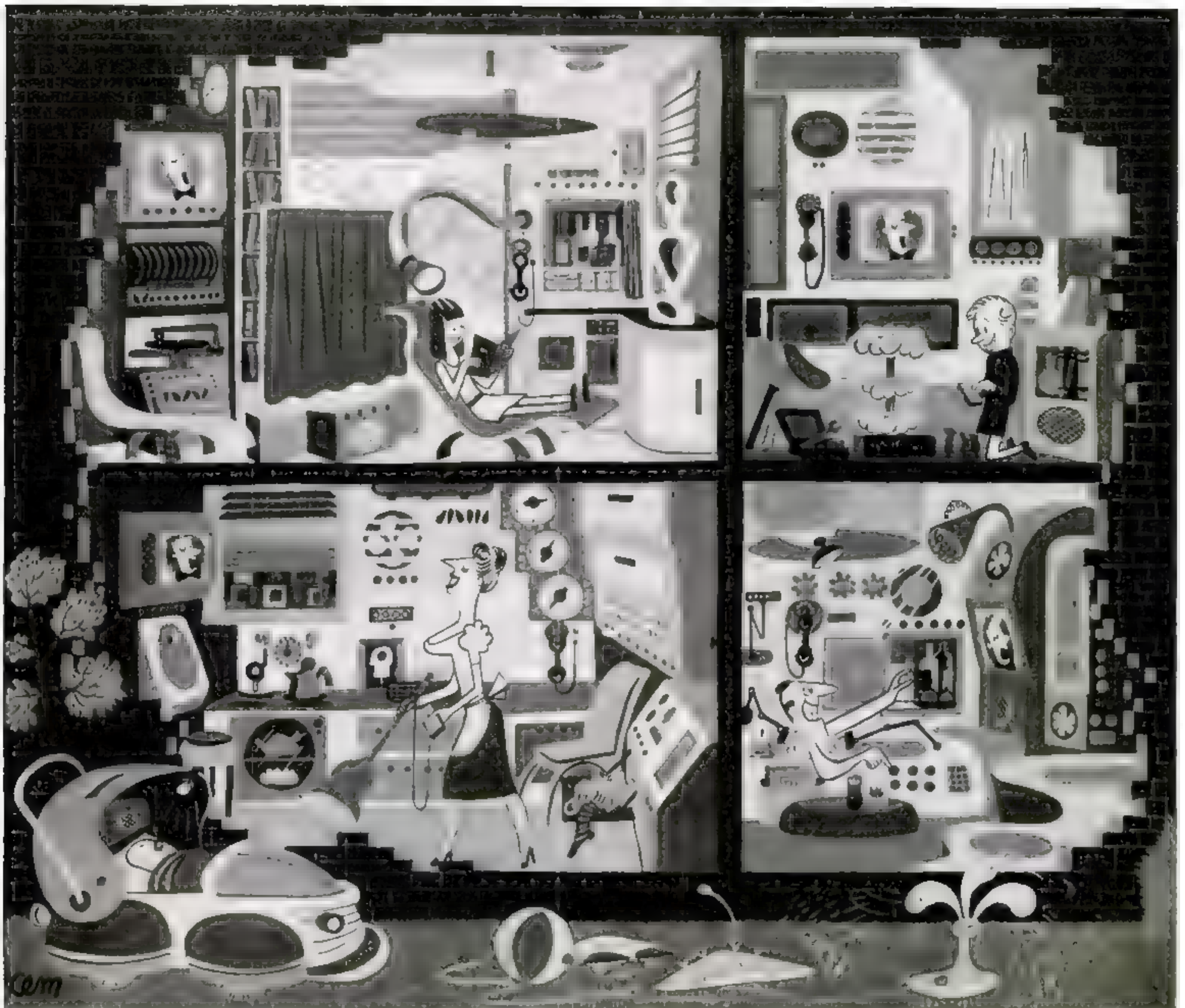
Don't you feel obligated to



grab one—at a mere \$5.95?

Cluett, Peabody & Co., Inc.

P.S. In case you haven't noticed, these stunning sports shirts come in 8 (like we said!) fine shades: Strata Blue, Cypress Green, Tempo Tan, Granite Gray, Sandunc, Briar Brown, Desert Sand, and Red Wine.



IN THE WORLD OF TOMORROW, as visualized by Artist Charles E. Martin, home life will be mechanically and electronically perfect, and people presumably will be as happy as larks. There will be television, radio and an interphone in every room, including an interphone connection between baby in his carriage and mother in her brave

new push-button-controlled kitchen. While Junior sets off a miniature Hiroshima upstairs with his new atomic chemistry set, father will be lazing in the tub, enjoying every convenience of club life. Except for father's bath brushes, which are Mr. Martin's own invention, all the gadgets shown here already exist and already are in fairly wide use.

Brave New World

Aldous Huxley, author of the famous novel of that title, fears that his fantasy of the future is coming true ahead of schedule

by ALDOUS HUXLEY

THE phrase is of Shakespeare's coinage and occurs in *The Tempest*. "O wonder!" cries Miranda when, for the first time on her desert island, she sees a group of human beings.

How many goodly creatures are there here!
How beauteous mankind is! O brave new world
That has such people in't!

The wrecked ship carried its full complement of knaves, fools, sots and brutes. Miranda's comment on her fellow humans is tinged with the unconscious irony of an innocence so perfect that, to it, all things seem pure

and lovely. But, alas, in reality

... man, proud man,
Drest in a little brief authority,
Most ignorant of what he's most assur'd,
(His glassy essence), like an angry ape,
Plays such fantastic tricks before high heaven
As make the angels weep; . . .

The brave new world over which Miranda goes into such raptures is, for everyone else, the scene of man's voluntary blindness to his own inner

KINSEY

That Noble,
Noble Flavor!



Unexcelled because it's unhurried*

... blended with 56 years of experience and skill.

Today . . . try Kinsey Gold, so rich and full-bodied . . . or Kinsey Silver, so light and mellow . . . and see for yourself how really smooth and delicious fine whiskey can be.

*Both 86.8 proof. The straight whiskeys in both these products are 5 years or more old. Kinsey Gold: 35% straight whiskey, 65% choice grain neutral spirits. Kinsey Silver: 27½% straight whiskey, 72½% choice grain neutral spirits.

THE AUTHOR: ALDOUS HUXLEY



Aldous Huxley, who combines in his inheritance the literary inclinations of the Arnolds (notably Poet Matthew Arnold, his great-uncle) and the scientific genius of the Huxleys (notably Grandfather Thomas Huxley, the biologist), appropriately has been the most successful novelist of his time in giving literary meaning to the discoveries of science. Of all his many books of essays, short stories, travel notes and long fiction the best known is *Brave New World*. It is a fantasy about life in the 26th Century when a materialistic society—motivated by much the same set of beliefs as Communism—

under the guidance of benevolent scientific despots, has made life perfectly safe, perfectly organized, perfectly satisfying in every material way; and perfectly pointless. Although written 16 years ago, *Brave New World* still is widely quoted as an ironic summary of the world the materialists would like to prepare for us. Seeing signs that that world may come sooner than expected, *LIFE* asked Mr. Huxley to bring his book up to date in this article.

In recent years, repelled by his own vision of the Utopian future, Huxley has spent most of his time studying and writing about the mystical philosophy of Vedanta. Last month, however, he published a novel called *Ape and Essence*, in which Progress finally brings the destruction of most of civilization by means of the atomic bomb—the one great scientific discovery he did not foresee in *Brave New World*.

BRAVE NEW WORLD CONTINUED

light and of the perpetual self-frustration which is the consequence of that ignorance.

Oddly enough, however, it is not in its original sense that the phrase has achieved its present popularity. It is with a new meaning and quite different implications that it has now become a "familiar quotation"—the meaning and the implications which it acquired when I used it as the title of a fantasy about the future. That this should have happened was certainly not due to any merit of mine, for the phrase is used by many who have never read or even heard of my book. It happened because the words "brave new world" sum up in brief and memorable form our faith in and at the same time our uneasy skepticism about the popular idea of Progress.

The Utopia pictured in my *Brave New World* is a society in which the popular dream of Progress has been made to come true in nightmarish reality. Thus the more unpleasant symptoms of old age have been suppressed and pharmacology has robbed death of its sting. Infantile conditioning compels every individual to choose the thoughts, feelings and actions which the State wishes him to choose. Reality-eclipsing drugs, more effective than alcohol or heroin but having no deleterious after-effects, have abolished fear and doubt and moral conflict. Sex, like education, is universal, gratuitous and compulsory. It is also (and in this too it bears a disquieting resemblance to modern education) sterile. For procreation is in test tubes; babies are mass-produced in bottles; the quantity and the quality of the population are under the control of technicians in the service of the omnipotent State. A scientific caste system prevails, ranging from the Alpha Plus administrators at the top of the social pyramid to the Epsilon Semi-Morons at the bottom. But even for the Semi-Morons work is light and leisure full of delightful distractions. This brave new world is the materialist's dream of the Earthly Paradise. But it is the Earthly Paradise at the price of the total loss, for the great majority, of personal liberty and its corollary, personal responsibility, of the very possibility of wisdom and spiritual insight.

In my book this Utopia was situated some six centuries in the future. Today it seems quite possible that, if we can contrive to escape destruction by total war, total erosion and total psychological breakdown, some kind of brave new world may come into being within a considerably shorter period than I originally envisaged. The last 16 years have witnessed not merely an increase in technological progress, but also an enormous increase in the power of national states and a growing tendency on the part of the rulers of those states to make use of the new technology "for the benefit" of their subjects. What is still fantasy for us may, for our not too distant descendants, become reality—and become it with a vengeance.

Progress—the word stands for a fact and at the same time for a myth.

CONTINUED ON PAGE 86

FIRE THE FIFTH HORSEMAN

*can strike
your family next!*



THE FIFTH HORSEMAN

Fire, in a few terrible minutes, can wipe out an entire family—shatter the joys and hopes of all the years . . .

It can't happen to your family? . . . Don't be too sure.

Last year Fire struck more than 800,000 times—killed close to 12,000 people—destroyed or damaged 325,000 homes!

Fire has joined the Four Horsemen—War, Famine, Pestilence and Death! It is carrying death and destruction to every corner of the country.

Help halt this monstrous killer! You can!

1. Chaperon your cigarette—don't let it go out alone.
2. Put every match out cold. Keep live ones from children.
3. Avoid improper use of gasoline and benzine for home cleaning.
4. Use only electric wiring and appliances bearing the Underwriters' Laboratories seal. Don't overload circuits.
5. Clean, repair and insulate your heating plant, stove and chimneys.

Make these simple rules an absolute "must" in your home and you'll stop 3 out of 4 fires before they start!



Before you can buy them, most television sets and radios, electronic organs and other electrical appliances are submitted by their manufacturers for rigid fire tests and tests made by the Underwriters' Laboratories, whose seal of approval is the hallmark of safety. From thousands of products and materials are tested every year. This activity, sponsored by the National Board of Fire Underwriters, is another evidence of fire insurance companies' efforts to protect you against loss of life and property by fire.

The Member Fire Insurance Companies of the
**NATIONAL BOARD OF
FIRE UNDERWRITERS**
—for Prevention of Loss of Life
and Property by Fire

**FIRE WILL KILL NEARLY
1000 PEOPLE THIS MONTH!**

National Board of Fire Underwriters
85 John St., New York 7, N. Y.

E-3

Please send me a copy of "The Fire Safe Home"—new 20-page booklet showing how to guard my family and home against fire.

NAME _____
STREET _____
CITY _____ ZONE _____ STATE _____



another exclusive

Robert Bruce development



FLEXELF is the new miracle shoulder construction!

Magically, it provides smooth lines, comfort, and figure flattering smartness. It s-t-r-e-t-c-h-e-s with every body movement, yet always springs back into shape. It adds years of extra wearing pleasure to the

famous ROBERT BRUCE "Regent" zipper front coat sweater.

Many solid colors and authentic Scotch tweed tones. Sizes for Men, about \$7.50. For Boys, about \$5.95. For Juniors, about \$4.95.

At better stores!

ROBERT BRUCE KNITWEAR COMPANY, Philadelphia 44, Penna.



LEARNING WHILE SLEEPING can be accomplished, according to the Linograph Institute, with a small amplifier built into the sleeper's pillow. Recorded information seeps into unconscious mind and, in theory, stays there. A nearly identical system was used in *Brave New World* to indoctrinate children with beliefs and behavior patterns the chiefs of Utopia wanted them to have.

BRAVE NEW WORLD CONTINUED

Thanks to mutation and natural selection, mammals have more control over their environment than do sponges, say, or worms. And thanks to the transmission of accumulated knowledge by means of the spoken and written word, modern man has more control over his environment than was possessed by his ancestors in paleolithic times. Such is the fact of Progress.

The myth of Progress is only distantly connected with this fact. In the language of the stud book, it is "by Wishful Thinking out of Machine." In its crudest (and therefore most influential) form, the myth may be set forth in some such terms as these: "Machines and the techniques of machinelike organization are demonstrably becoming more and more efficient. With every advance in technology there is not merely an increase in the control which humanity as a whole is able to exercise over its environment; there is also (and this is the essence of the myth) an increase in health, virtue, intelligence and, above all, happiness for every individual human being—for you and me, for our children and grandchildren. This increase in well-being will go on and on, as machines and organizations improve, until a consummation is reached in some kind of Utopia. The Golden Age and the Garden of Eden are realities, whose existence is in the future."

The 20th Century has witnessed the revival of legalized slavery, torture, forced migration, heresy-hunting, persecution for opinion and censorship. After analyzing the more than 900 international wars and the more than 1,600 domestic broils recorded during the last 25 centuries, Professor P. A. Sorokin came to the conclusion that our own age was by far the bloodiest in history. And yet, in spite of all that has happened in the course of the last 50 years, the myth of Progress still lives on, albeit with those slightly cynical reservations to which the phrase "brave new world" implicitly gives expression.

The myths of our age

POPULAR beliefs and attitudes toward life are matters of the highest importance, for the myths prevailing at any given moment of history constitute the frame of reference within which the men and women of that time do all their political, religious and philosophical thinking. The two predominant myths of our age are those of Progress and Nationalism. The first embodies the notion that heaven is not in eternity but in the future—a proposition from which the dictators (who are all enthusiastic Progressists) have drawn the speciously logical conclusion that the present is no more than a steppingstone and that individuals, as they exist here and now, may legitimately be tortured, enslaved and liquidated in the name of that glorious (but entirely hypothetical) brave new world that is to come into existence, let us say, in the 22nd Century. The myth of Nationalism, with which in practice the myth of Progress is generally combined, is even more dangerous, for it proclaims that God is immanent not in persons but in sovereign states. These, being divine, have the right to dispose of persons as though they



MALE AND FEMALE HORMONES, vitamin pills and similar edible or injectable aids to youth, sexual virility, health and beauty were also foreseen by Huxley. Sex hormone chewing gum gave renewed zip to jaded Utopians. Another popular specific was "soma," a harmless drug which Utopians ate when feeling dissatisfied with their world. It made everything seem wonderful again.

were no better than things, to be used for the greater glory of the national Moloch.

Myths find their most adequate expression not in logical propositions but in suggestive symbols. In countries where the economy is completely controlled by the national state, the myth of Progress is symbolized by the Plan. "You may be wretched now, but our Five-Year, Ten-Year, n-Year Plan is positively guaranteed to bring future happiness in exchange for present misery." Under capitalism there are no all-embracing Plans, and the symbols of our myth are to be found in the advertising pages of the popular magazines. Here, for example, are the four members of the ideal American family gazing rapturously, and in full color, at their newly acquired icebox, vacuum cleaner, television set or toilet fixtures. They are having, the copywriters assure us, "the thrill of their lives." Every face is smiling, every dentition is perfect. The father is young, handsome, broad-shouldered; the mother looks as though she were modeling brassieres; the children are like angels. Cheeks glow, eyes sparkle, health radiates from every pore. And what an atmosphere of domestic happiness! How clean-living, right-feeling and kindly feeling everybody is! "O brave new world that has such people in't!" And O toilet fixture and television set that have created this brave new world and must inevitably, as they are improved, create ever newer and braver worlds inhabited by ever happier people!

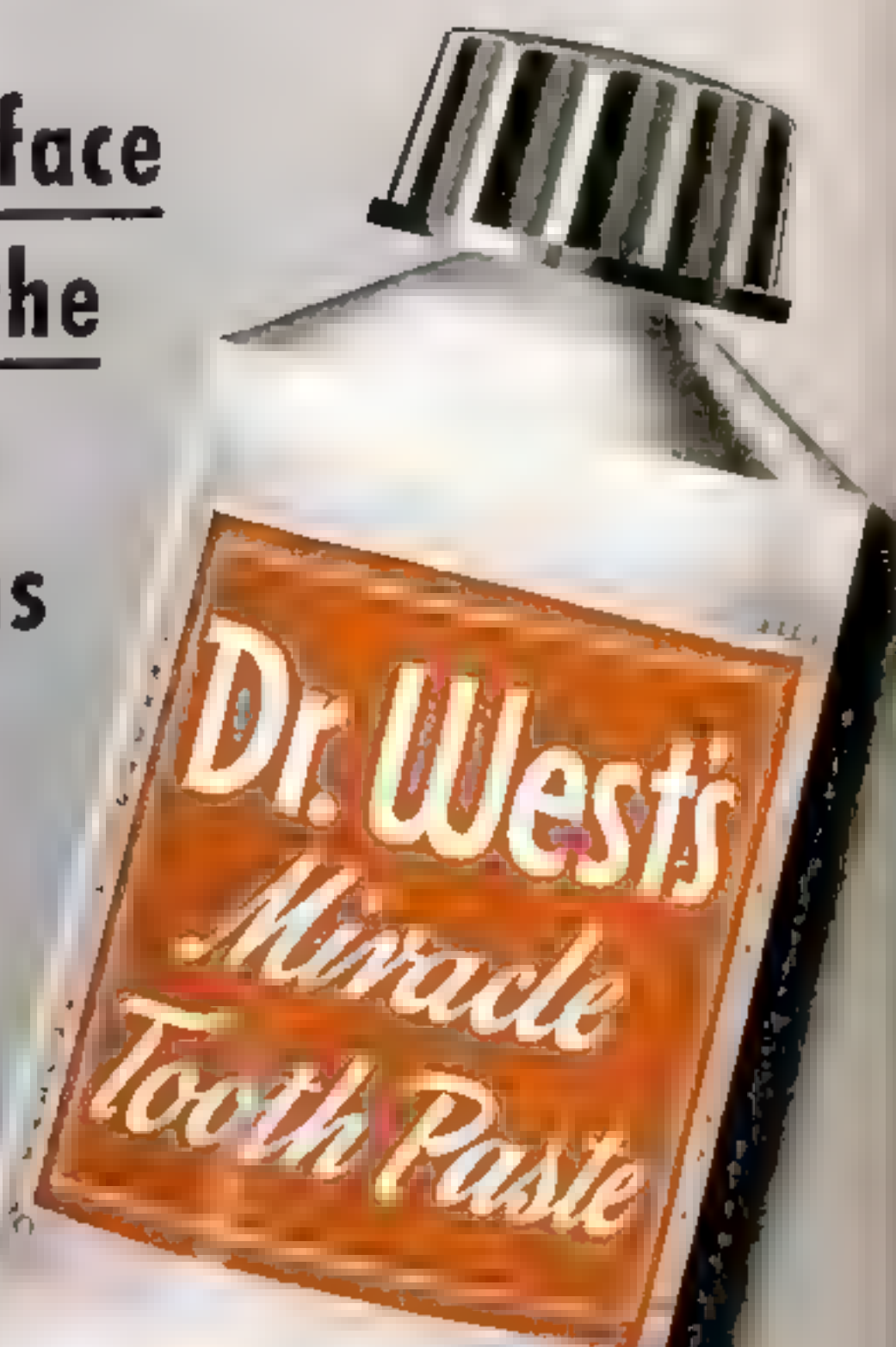
Translated into cold prose, the message of this and all the other symbols of our myth may be expressed in some such words as these: "All happiness, all virtue, all that has value in human life comes not (as Christ and Buddha and all the philosophers erroneously taught) from within, but from without, through changes in external circumstances. Television sets and the techniques of organization are being improved; therefore our children will be better and happier than their parents, while we ourselves, in spite of all appearances to the contrary, are happier and better than we used to be before television and calculating machines were invented. Advances in technology can be actually experienced by individuals as a felt increase in personal well-being."

Now it is obviously true that the passage from anarchy to almost any kind of order, from general starvation to plenty for all, will be felt by every member of the community in question as a personal blessing. But where the advance is from a not intolerable condition to another that is only a little better, the direct experience of progress as an increase of personal happiness will be largely nonexistent. There are two very simple reasons for this. The first is that, physiologically speaking, human life is the very reverse of progressive. We are born, grow up through childhood, adolescence and youth, remain for some years on a tableland of maturity, then decline through old age and its attendant infirmities into death. The graph of an individual's organic life is radically unlike the soaring curves that represent the history, say, of industrial development or the expanding national income. To an old man, whose friends are all dead, who is deaf and suffers from arthritis or arteriosclerosis, the fact that the local standard of living is 28½% higher than it was when he was a boy is only moderately consoling. In spite of the greater wealth and efficiency in the midst of which he lives, this man is in all

CONTINUED ON NEXT PAGE

Package of Smiles!

Removes surface
stains from the
teeth...even
tobacco stains
and tobacco
breath!



50¢

IT RHYMES!—
(Read it and smile!)

New discovery—
gives you more!
Cleansing, polishing—
power galore.
Safe! And such a
pleasant taste.
Effective! Truly
a Miracle Paste
Get your pack of
smiles today—
"Dr. West's" the
name to say!

Only the Buxton Stitchless is Super-Locked



ONE PIECE OF FINEST LEATHER makes the Buxton Billfold. Not a single stitch to rip or rot! The Buxton* Stitchless lasts out the life of its fine leather because it's nothing but leather . . . super-locked to take extra strain!

Couple our exclusive super-locked construction with a leather that mellows in use . . . you have this handsome 3-Way in durable mahogany Hunt Club Saddle. The longer you use it the richer it grows! See the innerfold that inverts to make a Secret Pocket . . . see the slimmer, trimmer lines. \$7.50 plus tax at Personal Leather Goods Counters in your city.

GUARANTEED! If any Buxton Stitchless gives out in normal use before the fine leather itself wears out, we'll replace it free!

*Trade Mark of Buxton, Inc. Reg. U. S. Pat. Off.



Buxton

BUXTON INC., SPRINGFIELD 1, MASS.
NEW YORK CITY • CHICAGO
BUXTON LTD., TORONTO

ONLY THE Key-tainer*

HAS THESE 3
FEATURES



Locked loops...Unbroken
steel loops are locked in,
keys can't slip off!



Automatic Latch . . . pulls
back to release any key
and loop instantly!

Free KEY-RETURN SERVICE!

You register your name
and address with Buxton.
If key case is lost, card
with just your registration
number offers a reward
for returning Key-Tainer
to us. We pay reward, re-
turn key case to you!
5-loop button model Key-
Tainer, in Hunt Club Saddle
... \$1.75 plus tax.

BRAVE NEW WORLD CONTINUED

probability a good deal less happy than he used to be in the bad old days when he was young and healthy. What he actually experiences is not the Progress recorded in the history books but the anti-progress taking place in his own body and mind.

In spite of this antiprogess within the organism, some people undoubtedly go on becoming happier and better to the end of their days. But these are the men and women who have learned something of that wisdom which the old philosophers declared to be more precious than rubies. In other words personal Progress takes place in the inner world and is independent of advancing technology and the changes in external circumstances which it brings about.

Our life, then, is antiprogessive. That is one reason why public Progress is not automatically and inevitably experienced as private, personal Progress. The other reason must be sought in man's almost infinite capacity for taking things for granted. When I was a child everyone took for granted a world in which all the vehicles on the roads were drawn by horses. Today we have automobiles. But do we spend our time rejoicing over the change? No. So long as they run smoothly we take our cars for granted; when they go wrong we use bad language. What used to be a ceiling of unrealized aspiration has now become a floor of commonplace fact. Moreover the advent of the automobile created new patterns of living which, by some individuals, were felt to be less valuable, humanly speaking, than the patterns of life associated with the unprogressive horse and the paleolithic habit of walking. And this leads us on to the all-important matter of what may be called Cosmic Costs.

Progress imposes penalties

IN its popular form the myth of Progress is based upon the enormous fallacy that it is possible to get something for nothing. But this happens to be a world where everything (with the exception of Charity) has to be paid for. In every field of human activity gains and advances are always at a price. Sometimes the price is relatively low; in other cases it is so high that immediate advantages are actually outweighed by the disadvantages they bring in their train. The seemingly miraculous triumphs of modern technology have largely blinded us to this primordial fact, so that in this respect, at least, we have become less clear-sighted than were our ancestors. St. Paul knew that "God is not mocked"; the Buddhists recognized the law of karma; the Greeks were aware that man's overweening interference with the Order of Things is always followed by Nemesis. In agriculture and forestry, in industry and the exploitation of mineral resources, we have been making the kind of Progress that can be measured in terms of quantities produced and cash received. But, as the conservationists are never tired of pointing out, we have been making that Progress at the expense of Nature, making it at the ruinous cost of accelerating soil exhaustion, of spreading erosion, of the pollution of rivers and the ravaging of forests and the squandering in a few brief generations of irreplaceable resources.

Here is another example of the way in which the Nature of Things makes us pay for our greatest triumphs. During the last century Progress in certain branches of medicine was enormous. But so too, as we are now beginning to discover, was the cost of that Progress. Vast numbers of persons, who in the bad old days would have died in childhood, were enabled, thanks to progressive medicine, to reach maturity and even old age. Hence, among other reasons, the almost explosive growth of world population to a point where Malthus' nightmare has, for all but a minority of the human species, nearly come true. While world fertility goes down, world population goes up, at the rate of about 6,000 a day. But if most of our present 2¼ billions cannot now get enough to eat, what will be the fate of the 3¼ billion who are destined (barring catastrophes) to inhabit the depleted planet 50 years from now?

Another field in which we have had to pay a heavy price for our technological progress is that of individual and social psychology. Thanks to applied science we can now live in skyscrapers, work at foolproof machines in hygienic factories, amuse ourselves effortlessly by turning on the radio or reading the comic strips, travel comfortably (when there isn't a war on) by planes and Pullmans and Queen Elizabeths, eat the produce of the tropics in winter and cool ourselves with iced drinks in summertime—and so on. Moreover we have a longer expectation of life than did our ancestors, a lower rate of infantile mortality and infectious diseases. And how do we respond to these symptoms of Progress? By developing an unprecedented number of neuroses and psychoses; by exhibiting a rapidly mounting incidence of such incapacitating psychosomatic disorders as peptic ulcer, asthma, cardio-vascular complaints, rheumatism, diabetes. As Dr. Halliday has pointed out in his recent *Psychosocial Medicine*, these psychosomatic disorders have now reached

CONTINUED ON PAGE 70

IN *25* YEARS-
ONLY THREE!

"COVERED WAGON" • "CIMARRON"

AND NOW—

HOWARD HAWKS' GREAT PRODUCTION

RED RIVER

Monterey Productions presents

HOWARD HAWKS' "RED RIVER"

starring **JOHN WAYNE • MONTGOMERY CLIFT • WALTER BRENNAN • JOANNE DRU**
with **HARRY CAREY, Sr. • HARRY CAREY, Jr. • NOAH BEERY, Jr. • JOHN IRELAND • PAUL FIX • COLEEN GRAY**
From the original Saturday Evening Post story, "The Chisholm Trail" by Borden Chase • Screenplay by Borden Chase and Charles Schnee
Executive Producer, Charles K. Feldman • Directed and Produced by **HOWARD HAWKS** • Released thru **UNITED ARTISTS**



You'll be admiring

moccasins as they travel to business as well as to sports. Stout, sturdy, serviceable, perfect with rough-textured suits. Two grand Rand variations of the popular moccasin vamp blucher shoes are top, Autumn Grain with oop tie, Rowhide laces, overweight crepe sole and heel; bottom, with double sole, leather heel. Truly GRAND comfort!

BY "Randly" YOUR STYLE SCOUT



No. 23847, Tramp last



Only choice cuts of fine skins are used in Rand Shoes. Upper leathers are carefully mated for texture, color and resistance to stretch. Sole leathers are cut only from the best part of the hide to assure better flexibility and wear. These operations cost us more, take more time but make Rand Shoes a much better shoe value for you.

Also Randcraft Shoes for men and young men at lower prices

MADE BY
THE WORLD'S LARGEST SHOEMAKERS
ROBERTS, JOHNSON & RAND
Division of
INTERNATIONAL SHOE COMPANY
ST. LOUIS 3, MO.



No. 23878, Chuck last

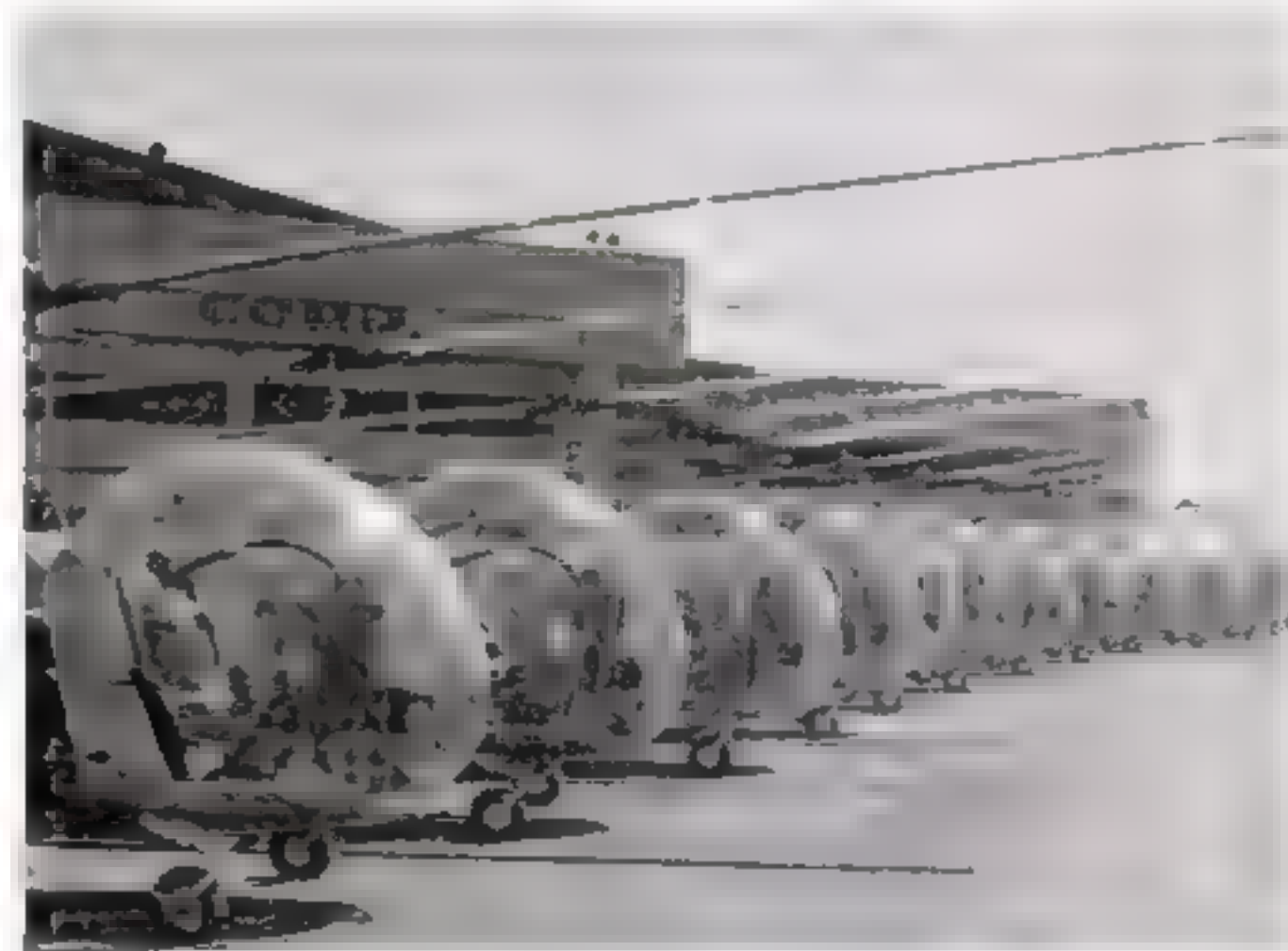
BRAVE NEW WORLD CONTINUED

the proportions of a rapidly spreading epidemic. The nations of the West are all "sick societies," disintegrating under the impact of an advancing technology that destroys the patterns of familial and communal living, cuts off man from contact with Nature, deprives him of opportunities for spontaneously creative activity, imposes upon his organism the clockwork rhythm of machines, makes him think of the world and his fellows in "mechanismic" terms which are basically inappropriate to life and personality. The myth of Progress asserts that improvement in machines and machinelike organizations must be accompanied by increases in individual happiness. In actual historical fact, however, they have been accompanied by an increase in the incidence of mental disorders and those incapacitating complaints which are now recognized as being caused by psychological disturbances. As usual, nobody ever gets anything for nothing.

Passing now to the field of politics, we find ourselves confronted by an essentially similar situation. We take what seems on the face of it a progressive step, only to discover later on that we have had to pay a price for what we have done. For example, at the beginning of the 19th Century James Mill was convinced that, if everyone could read and write, elections would always go the right and reasonable way and the future of democracy would be assured forever. Two generations later Mill's dream of universal education came true. But, alas, the gain was by no means gratuitous. As a matter of plain historical fact, universal education has turned out to be one of the most effective instruments at the disposal of tyrants, militarists and the preachers of unreason.

Or consider that curse of all technologically advanced societies—economic insecurity. The evil is so great that any advance toward security must seem a genuinely progressive step. But what is the price of such Progress? To this question the Nazis and the Communists have given exceedingly disquieting answers. In spite of which the Social Democrats of Western Europe are confident that they can combine state-sponsored security with personal, civil and political liberty. It is sincerely to be hoped that they are right. My own guess, however, is that the price of an economic security guaranteed by centralized national states will prove in the long run to be unduly high and that, if we really want to combine liberty with security, we must resort to decentralization in politics and to limited cooperative enterprise in economics.

The moral of all this seems fairly plain. There are no panaceas, and anyone who believes that there is some magical shortcut out of man's chronically tragic situation is inviting either violent catastrophe through an ideological crusade or else a slower but equally sure disaster through the creation of a brave new world. Every gain has to be paid for, and the best we can do is to keep all our intelligence and all our good will continually mobilized for the purpose of reducing the inevitable cost of Progress to a minimum. We must discover what are the circumstances under which human beings can live most sanely, contentedly and creatively. In the light of such knowledge we can proceed to use advancing technology for the purpose of creating these favorable conditions at the lowest possible cosmic cost. By these means we may hope to achieve not indeed a brave new world, no sort of perfectionist Utopia, but the more modest and much more desirable objective—a genuinely human society.



THE HELICOPTER, favorite mode of transport in the brave new world, was considered visionary and impractical when Huxley wrote of it, but it is a commonplace today. These are Navy 'copters made by Bell Aircraft Corporation.

NOW! Enjoy Snider's famous country flavor...at a big saving!

USE COUPON BELOW... AND

**SAVE
10¢**

ON ANY ONE OF THESE
DELICIOUS
SNIDER PRODUCTS

GRANDMA SNIDER is all excited about this big coupon offer we've cooked up. She knows some folks will get their first taste of Snider's now. And, once they discover that homey flavor they'll come back for more. Why not cash in your coupon today?

You don't know
Chili Sauce until
you taste the
Old Fashioned kind!

Taste the difference
between ordinary
chili sauce and
Grandma Snider's.
It's her famous
old fashioned
recipe - the
homey, spicy,
chunky kind.

Think all catsups taste alike?
Try Snider's Country Style!

It's got that real down-on-the-farm goodness. And there's a reason for that. Snider's flavor Farmer Snider's Super Tomato is cooked and spiced just so, Grandma's own country kitchen way. It tastes like home!

So Tangy! For All Seafood!
The Original Cocktail Sauce

According to Old Salt Snider (and lots of other folks too), it's a downright shame to serve seafood without Snider's Cocktail Sauce. It was the first - and we think it's the finest cocktail sauce. Try it - and see!

**THIS SNIDER COUPON
WORTH 10¢**

Take this coupon to your grocer. It is worth 10¢ toward the purchase of any one bottle of Snider's Catsup, Chili Sauce, or Cocktail Sauce.

NOTE TO DEALERS: Your General Foods salesman or your supplier will furnish this coupon in accordance with our agreement. A fine sales image is furnished, which you and your customer have each with the terms of this offer.

Expires November 30th, 1948. This coupon valid in any store where Snider's products are sold. No cash back. No exchange for other products. No other restrictions.

Products of General Foods



**Clip this Coupon -
take it to your grocer TODAY!**

FOR FINER FLAVOR

SERVE Hi Ho!



Compare!

FOR APPETIZING APPEAL

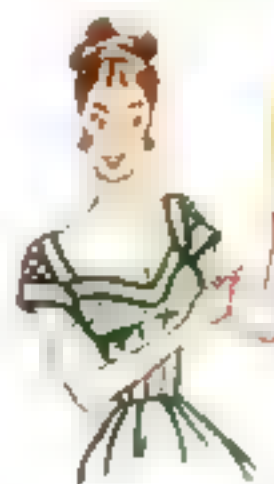
In appearance, Hi Ho crackers invite comparison with any other cracker. Note the golden brown color...the uniformity of each and every Hi Ho



Compare!

FOR FINER FLAVOR

Taste Hi Ho...try them on your family and guests. No other cracker has the distinctive flavor that belongs only to Hi Ho!



Compare!

FOR FLAKINESS

Turn a Hi Ho cracker edgewise. Note the crisp flakiness, the delicate texture...sure sign of expert baking.

... it's *Hi Ho* for Finer Flavor!

FROM THE THOUSAND WINDOW BAKERIES OF *Sunshine Biscuits, INC.* © 1960



ATOP FUNNEL QUARTERS, CAPTAIN R. H. WOODROW CAN SEE WHOLE SHIP

FUNNEL HOME

When Britain's Silver Line started building the cargo liner S.S. *Silver Plane*, they ran into a problem that has bothered naval architects in recent years. While the engines require only one smoke funnel, appearance requires two. But the Silver Line solved the problem by putting the captain in the unused funnel. This funnel home gives him four decks of living and working space and has pleased him so much that he is considering taking his wife on the next voyage. "She thinks it's marvelous," he claims, "even better than our house in South Shields."



INSIDE HIS QUARTERS HE PEEPS THROUGH ONE OF FUNNEL'S PORTHOLES

*Better
Cocktails
with less work!*

Why do it the hard way? Do it the Heublein way!
 Serve professional cocktails at home
 superb cocktails made of the finest liquors
 by cocktail specialists. Just ice and serve.
 Eight kinds at your local liquor store.
 G. F. HEUBLEIN & BRO., INC., HARTFORD, CONN.

HEUBLEIN'S *Club* COCKTAILS
 Reg. U. S. Pat. Off.



yes "offs" cold cream
sm-o-o-o-th as a dream!

yes is swell:
much kiss -- no tell!



yes
TISSUES

tissues



For belles and beaux
with tender nose!



The extra-wide-opening **yes** box is slick -
one tissue or lots, you can help yourself quick!

For colds, strong **yes** is simply grand
- you'll find it used on every hand!



Personal Products Corporation • Milltown, N. J., Chicago and San Francisco



AS ANOTHER EXPLOSION SPLITS THE SMOKE WITH A BALL OF FIRE, FREIGHT CARS IN MONTREAL'S BONAVENTURE YARDS ARE OUTLINED BY SWEEPING FLAMES

\$3 MILLION FIRE

Huge blaze sweeps a quarter mile
of railroad track in 15 minutes

Just a few minutes before this picture was taken on August 23 Montreal's Bonaventure Yards, a small freight and commuter terminal, was a placid scene of summer drowsiness. Then in shed No. 1 one of the petroleum drums apparently blew up, splintering the shed and igniting the other buildings and freight cars near it. In only 15 minutes the flames swept down the long line of freight cars, turning every one into a flaming wreck while other explosive materials erupted into huge balls of fire

(above). Some 200 firemen rushed to the yards but were able to accomplish little, so intense was the heat. When the last of the fire finally subsided three hours later, seven firemen had been injured, \$3 million damage had been done and a quarter mile of track looked as if it had been torn up by a giant earthquake. Bonaventure's station house, which had survived in earlier days another fire and even the crash of a four-engine bomber, was saved again when the flames burned out a scant 50 yards away.





BUDDHISTS DANCE BEFORE SAN FRANCISCO'S CITY HALL

BUDDHIST JUBILEE

San Francisco Japanese have 50th anniversary

To the Buddhists of other lands, 50 years are as nothing compared to the age of their ancient religion, which is 25 centuries old. But the Japanese-American Buddhists in San Francisco last month celebrated for 10 days the 50th anniversary of their religion in America. Those of the Shin Shu sect, the biggest Buddhist branch in the U.S., brought lotus blossoms and loving cups to their priests (*opposite page*), repeating old vows that they would be kind and gentle. They dressed in traditional costumes, danced ancient steps at the city's Civic Center, then raffled off a Chevrolet. In the U.S. today there are 80,000 Jap-American Buddhists, who have built 43 temples throughout the country, far outnumbering the handful of Buddhists who have come from China.



YOUNG BUDDHISTS USE BIG FANS IN THEIR INTRICATE DANCE STEPS

◆ **AT BUDDHIST ALTAR** (*opposite page*) festive with flowers and vases, two priests stand beneath gold statue of Buddha to accept gifts from the children. Each received a loving cup for having served more than 30 years. The boys' high hats are copies of the kind worn to Buddhist temples by ancient mikados.

CONTINUED ON NEXT PAGE



Protection

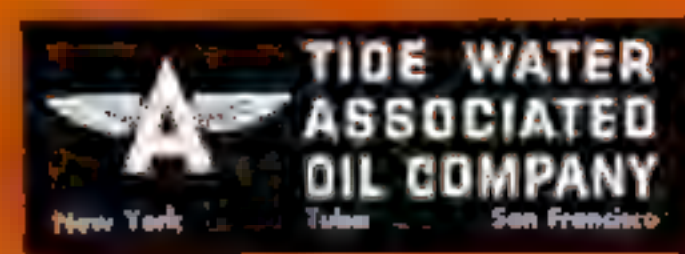


The World's Most
Famous Motor Oil



New Magic Now

1.
2.
3.





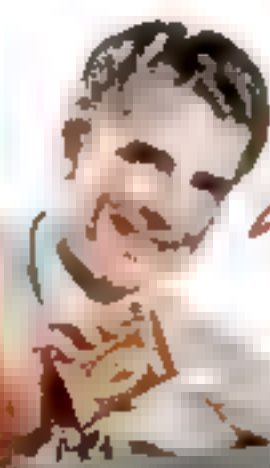
● Many a man has learned that the ladies find a pipe-smoking man attractive. And when he packs that pipe with mild, rich-tasting Prince Albert—it shows he knows real smoking pleasure!

P.A.* means **P**ipe **A**ppeal
means **P**rince **A**lbert

NEW HUMIDOR TOP
Locks Out the air—
Locks In the Freshness and Flavor!



Get P.A. — Prince Albert, the National Joy Smoke—in the new pocket tin with the Humidor Top that locks out the air; locks in the freshness, the flavor! Enjoy that rich taste—that tongue-easy mildness. P.A.'s choice, crimp cut tobacco is specially treated to insure against tongue bite. You'll see why Prince Albert is America's largest-selling smoking tobacco!



I SURE LIKE THE
WAY P.A. ROLLS UP FAST
AND EASY TO MAKE A
RICH-TASTING CIGARETTE!

THE NATIONAL JOY SMOKE

Buddhist Jubilee CONTINUED



ENGLISH BUDDHIST, Frank Udale, a priest, offers his fan, symbol of priestly authority, to a girl who clutches her lotus blossom, symbol of purity.



JUBILEE QUEEN, Marian Kono, chosen to rule over jubilee dance, stands as Kay Oshikata, a visitor from Hawaii (in black), straightens her mantle.



"TRYING OUT THE NEW CAMERA" by Douglas Crockwell Number 21 in the series "Home Life in America," by noted American illustrators.

Beer belongs...enjoy it

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer is the kind of beverage Americans like. It belongs—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy it, this too belongs—to our own American heritage of personal freedom.

BEER AND ALE—AMERICA'S BEVERAGES OF MODERATION





Matura





FIT PARADE

SEPT. 18 to OCT. 2

*the shoe with
the beautiful fit*

Look at the pretty shoes! And this is just a small preview of the many, many styles your Naturalizer dealer can show you during the Fit Parade.

This is the time when he has his most complete selection of the season. It's the time he can serve you

best. So see him right away. No matter which Naturalizer styles you buy, you can be sure of sound fashion, beautiful fit and a value far beyond the modest price you pay. Naturalizer Division, Brown Shoe Company, St. Louis. 7⁹⁵ to 10⁹⁵

DOCTORS PROVE The Palmolive Plan brings 2 out of 3 women

Leveler Skin in 14 days!

"I'd start a hope chest, too— if I had any hope! But with my dull, dingy complexion, what's the use!"

Don't give up till you've tried the 14-Day Palmolive Plan, Flol! Remember, 36 doctors . . . leading skin specialists . . . tested the Plan on 1285 women and proved it brings leveler skin to 2 out of 3 in only 14 days!

The Plan is easy as it can be— here's all you do, just 1—2—3!

1. Wash your face with Palmolive Soap!
2. Then, for 60 seconds, massage with Palmolive's soft, lovely lather. Rinse!
3. Do this 3 times a day for 14 days. This cleansing massage brings your skin Palmolive's full beautifying effect!



DOCTORS PROVE
PALMOLIVE'S
BEAUTY RESULTS!

YOU, TOO, MAY LOOK FOR THESE SKIN IMPROVEMENTS IN ONLY 14 DAYS!

Regardless of
your age—

"Smoother, less oily!" reports Ruth Aniska of Detroit. The Plan was tested on women from 15 to 50—and brought definite gains to 2 out of 3.

Regardless of
your type of skin—

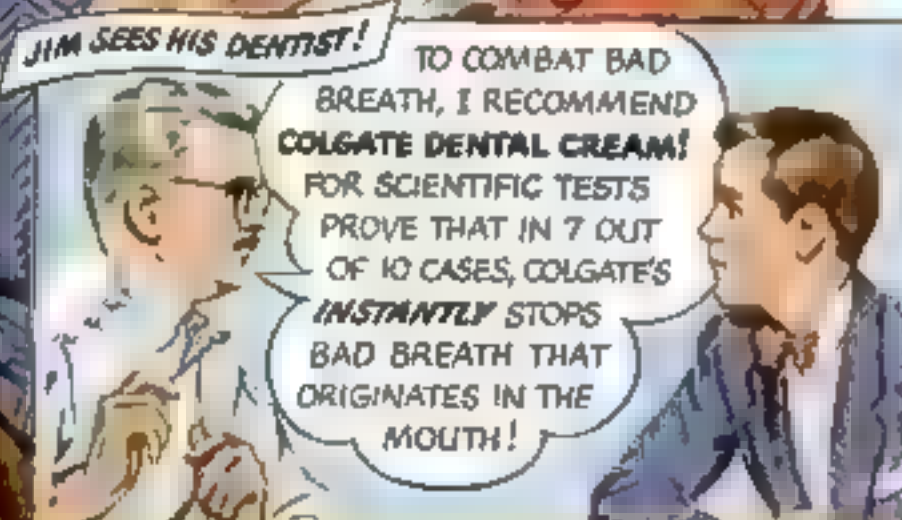
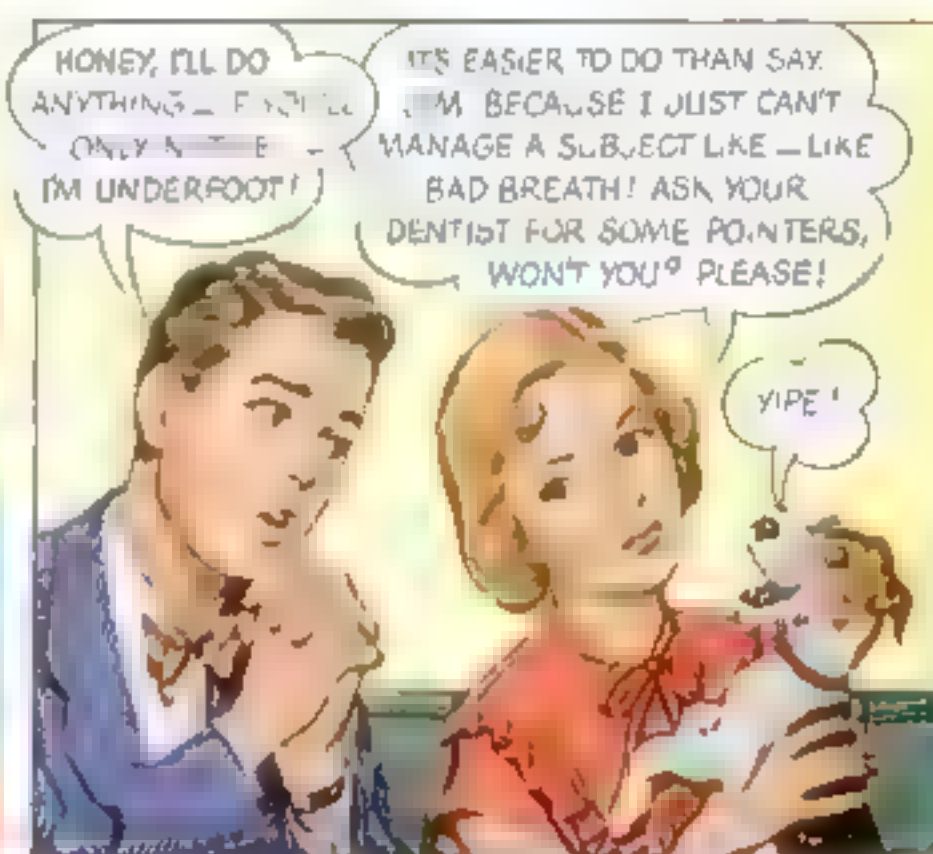
"Fresher, brighter color!" reports Edna Djureen of Omaha. The 36 examining doctors report this improvement for most of the women tested.

Regardless of what beauty care
you've used before!

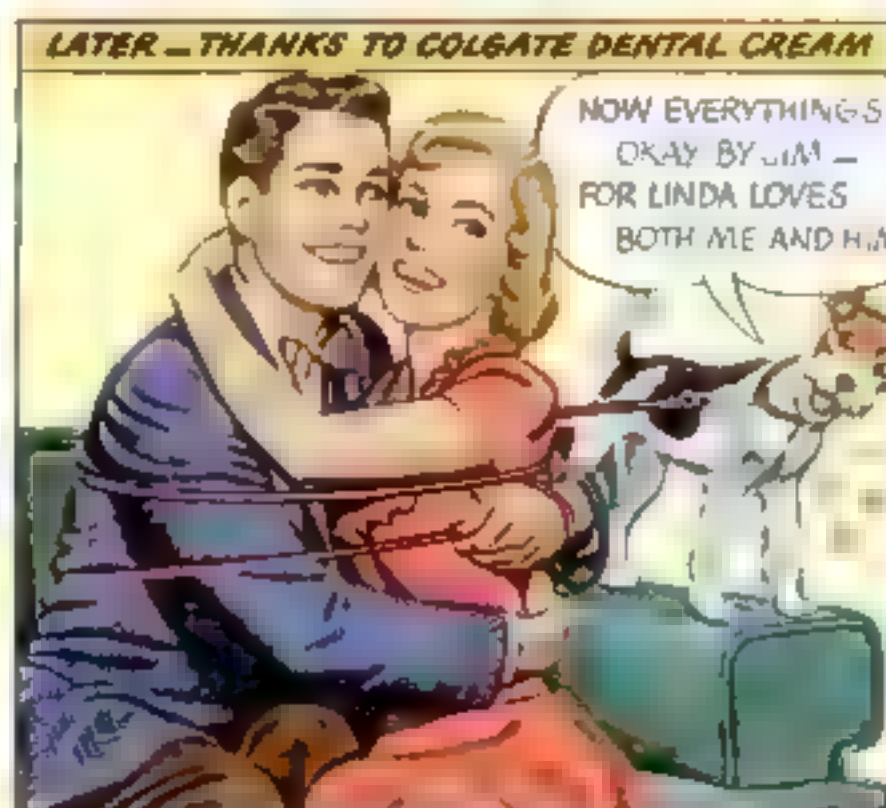
"Fewer tiny blemishes!" says Helen Lloyd of New York. Incipient blackheads, caused by improper cleansing, usually respond to the Palmolive Plan.

For Tub
or Shower
get the
New, Big, Thrifty
Both Size
Palmolive!

She Only Loves My Dog!



"HERE'S WHY: COLGATE DENTAL CREAM HAS AN ACTIVE PENETRATING FOAM THAT GETS INTO THE HIDDEN CREVICES BETWEEN TEETH — HELPS CLEAN OUT DECAYING FOOD PARTICLES — STOP STAGNANT SALIVA ODORS — REMOVE THE CAUSE OF MUCH BAD BREATH. AND COLGATE'S SOFT POLISHING AGENT CLEANS ENAMEL THOROUGHLY, GENTLY, SAFELY!"



*It cleans
your breath while
it cleans your
teeth!*





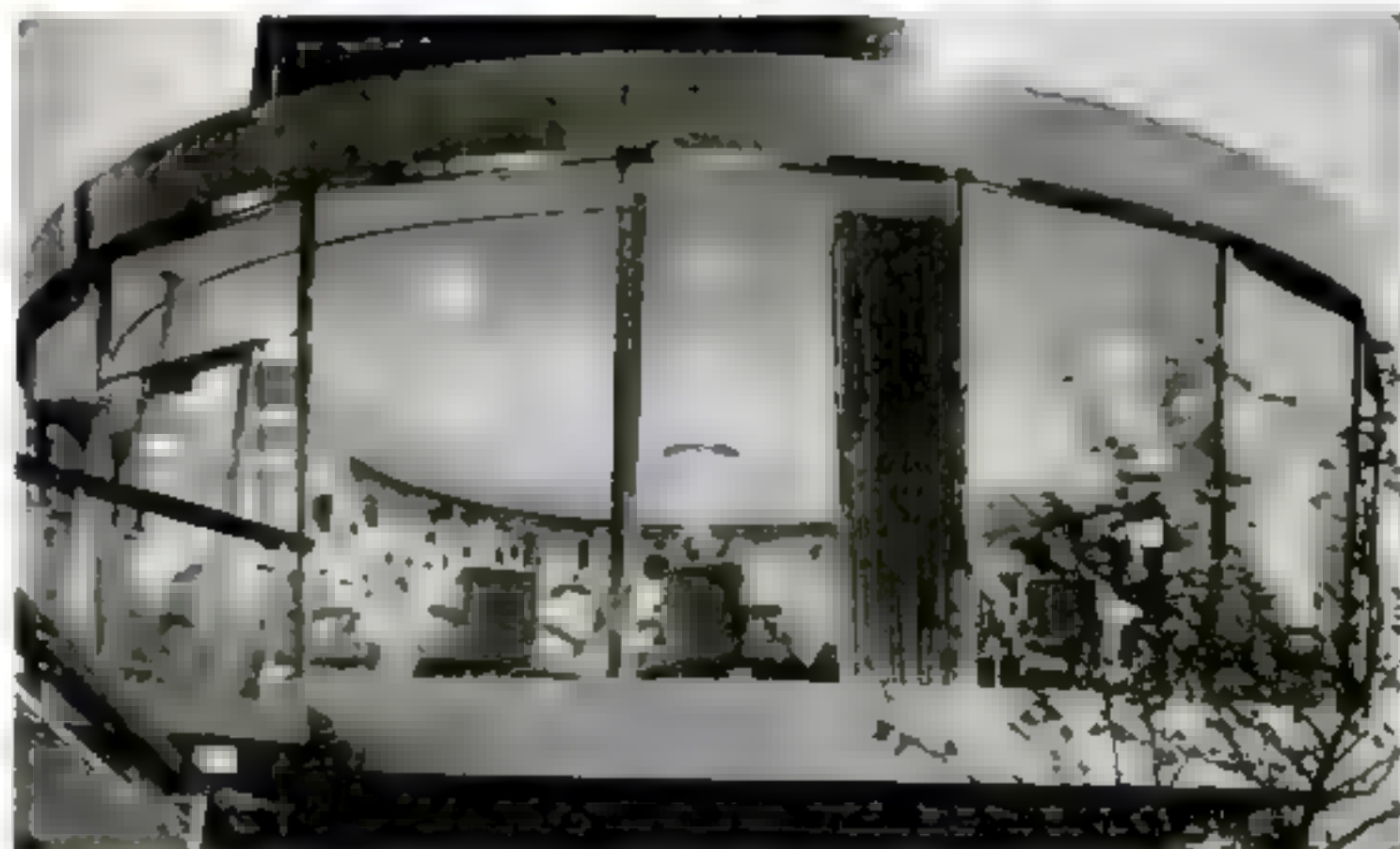
FIFTEEN-MILLION-DOLLAR TERRACE PLAZA BUILDING CONSISTS OF WINDOWLESS BASE OF STORES AND OFFICES SURMOUNTED BY HOTEL

STORETOP HOTEL

Cincinnati's Terrace Plaza begins eight floors up

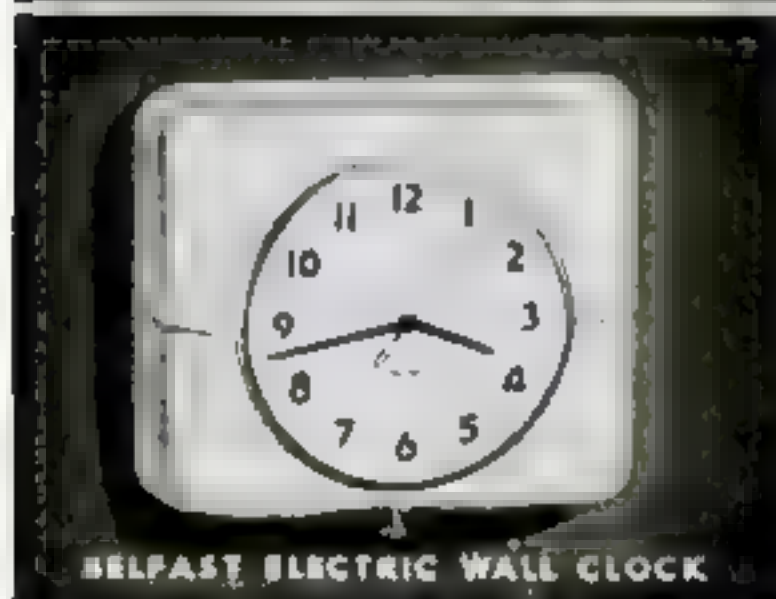
This summer in Cincinnati a hotel opened which provides a new and handsome answer to old hotel problems. Since guests almost invariably want a quiet, airy room, all its quarters are at least eight floors above the street. Since hotel economics are uncertain, it also contains seven floors of office and store space including a large Bond clothing store.

The new 360-room Terrace Plaza is an 11-story hotel set on a seven-story pedestal (*above*). Its rooms resemble living rooms with beds that look like couches by day and fixed, indirect lighting in place of conventional hotel lamps. Surrealist stencils and other modern works of art are generously scattered throughout the air-conditioned building. Most unusual of all, the incoming guest must ride up eight floors in an elevator even to reach the lobby.



CIRCULAR RESTAURANT atop the hotel seats an exclusive 56 patrons, resembles bridge of an ocean liner. Glass walls afford views of the Ohio River, surrounding hills.

TIMES have changed since Mother Goose rhymed of dillers and dollars and ten o'clock scholars. Now, in our schools and in our lives, we learn to treasure them. Since 1885 more than two hundred million Westclox have kept guard over time. They are faithful companions you can trust.



BIG BEN Chime Alarm has a considerate, two-voice alarm, a quiet tick. In ivory finish, \$5.75. BIG BEN Loud Alarm has a tick you can hear, an intermittent "fire alarm" call. In black finish, \$4.75. With luminous dial, each is one dollar more. BELFAST Electric Wall Clock—self-starting. Handsome new member of the Westclox family. Smooth, flowing lines.

In white, red, green or ivory finish, \$4.95. POCKET BEN is famous for truth. He's \$2.95—with luminous dial, a dollar more. LANCE Wrist Watch, finest in Westclox history. Trim, thin Lance is all quality with 10 k. rolled gold plate front and stainless steel back. A masterpiece of dependability, strength and beauty—America's outstanding watch value at \$11.95.

prices quoted do not include tax and are subject to change

**Trade-mark Reg. U. S. Pat. Off.*

WESTCLOX

MADE BY THE MAKERS OF BIG BEN*

Products of GENERAL TIME Instruments Corp.

Storetop Hotel CONTINUED



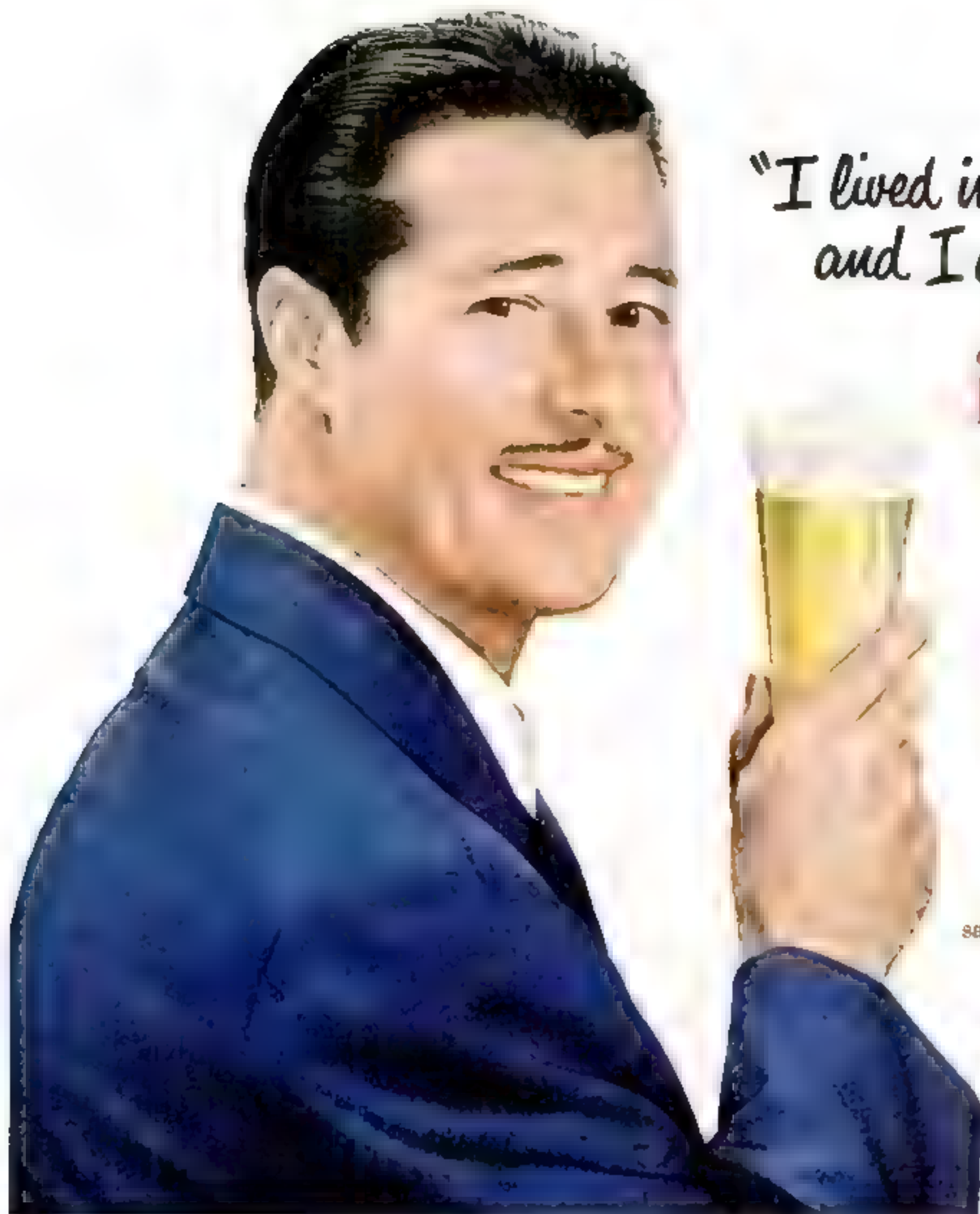
ROOM CLERK works under illuminated ceiling in eighth floor lobby. Off the lobby is a terrace which becomes a skating rink six months out of the year.



SURREALIST MURAL in brilliant colors by Joan Miro is 32 feet long, dominates rooftop restaurant. Skyline room has a mural by Saul Steinberg.



GUEST ROOMS have combined desk-bar (right), control panel near couch beds (left) with six-station radio, telephone and a television connection.



"I lived in Milwaukee
and I ought to know... **Blatz**
is Milwaukee's
Finest Beer!"

says *Don Ameche*

*Famous Motion Picture Star and President of the
Los Angeles Dons, All-America Football Conference.*

"Back in Wisconsin where I come from,"
says Don Ameche, "folks are good judges of fine beer.
And they ought to be, for Milwaukee is the brewing
capital of the world, home of America's finest beer.
So, with our choice of the choicest, when I tell you that
Blatz is Milwaukee's finest beer, you can believe
me. I lived in Milwaukee and I ought to know."



"Out here in Hollywood," Don Ameche says, "I always keep Blatz
in the refrigerator... so I can treat my friends to true Milwaukee
hospitality—and the refreshing flavor of America's finest beer!"

BLATZ IS MILWAUKEE'S *first*

BLATZ

BOTTLED BEER



NOW GET THIS

Amazing New



Medical Research shows these factors commonly lead to waking & Chilling at the Back of Sleep. A Woman and A Gentleman, & Chilling Overhead. You will soon find yourself sleeping better.

Defense Against Colds!

Read how the Simmons Electronic Blanket can guard you and your family against dangerous colds all winter long!

Medical science has determined that colds follow the breakdown of the body's anti-cold defenses . . . that this breakdown is caused by certain definite factors.

These factors include: chilling, lack of sleep, physical fatigue, and worry and anxiety.*

Today, thanks to the amazing new Simmons Electronic Blanket, you can actually reduce susceptibility to colds resulting from these medically recognized factors.

That's because the electronically-controlled even temperature of the

Simmons Electronic Blanket brings you, as you have never known them before, the deep sleep, relaxing rest, comforting warmth and release from nervous tension that are vital to effective cold defense.

Begin right now to guard against colds in your family. Go to your favorite department, furniture store or electric service company today. Get your Simmons Electronic Blanket. Give yourself and your family this priceless gift of better sleep, this new defense against colds!

*The Common Cold and How to Fight It. (P. 17) N. D. Fabricant, M. D., Ziff-Davis, Chicago, 1945.

IMPORTANT: Note how Electronic Control guards you against catching colds in all these 4 VITAL WAYS:

1. Protects you from changes in room temperature: When your room gets colder at night, the Simmons Blanket adjusts automatically.* Its electronic control maintains an even "warmth without weight" throughout the night . . . while you enjoy deep, restful sleep.

2. Protects you from changes in body temperature: When you sleep, there is a decided drop in your body and skin temperature which can make exposure to night drafts even more dangerous. Only Electronic Control can adjust to this drop* to guard you when your defenses are down!

3. Helps you avoid physical fatigue: Eight out of 10 users say they go to sleep faster and sleep better under the Simmons Electronic Blanket. You, too, will wake up more refreshed . . . and more fortified against ever-present disease agents . . . after a night's sleep under a Simmons Blanket.

4. Relaxes nervous tension: Just as a warm bath relaxes tense muscles and nerves . . . and encourages quick, sound sleep, so does the Simmons Electronic Blanket . . . by pre-warming damp or cold sheets* and enveloping your entire body in soothing, gentle warmth.

*According to tests conducted by United States Testing Company. Report number 78593—June 9, 1948

Read What Users Say About This New Kind of Cold Defense!

"I certainly do drop off to sleep faster and get a better night's rest under my Simmons Electronic Blanket. Maybe that's one reason I have had fewer colds since I have been sleeping under it."

CHARLES F. SPIERS, KANSAS CITY, MISSOURI.



"My Simmons Electronic Blanket goes with me from Denver, Colo., to Clearwater, Florida, every year. It has been a great comfort to me—not only because it provides me with an even temperature all night long, but because I'm sure it has saved me catching many severe colds. I want a Simmons Blanket for every bed in my house."

MRS. P. J. MENG, DENVER, COLORADO.

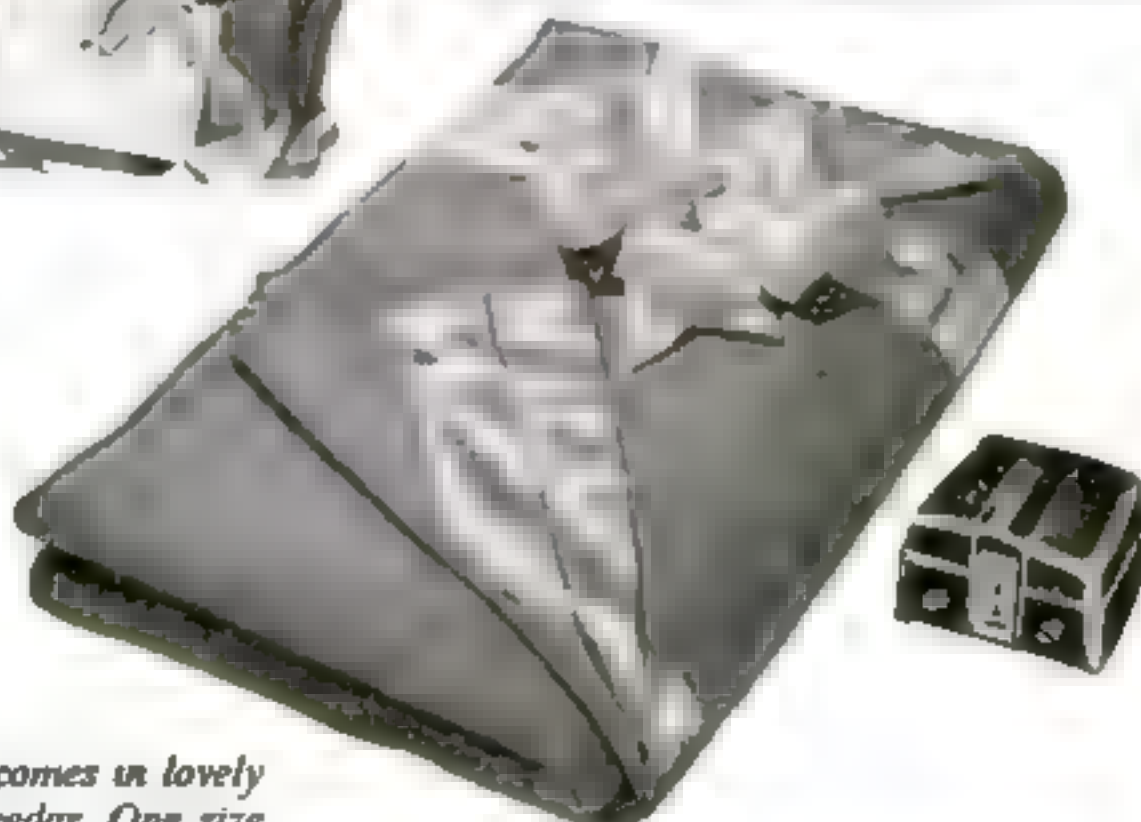
This beautiful Simmons Electronic Blanket comes in lovely pastel colors—rose, peach, green, blue and cedar. One size fits single or double bed. Washable! Carries the approval of Underwriters' Laboratories, Inc. And only \$39.50 plus tax.



SIMMONS

Electronic Blanket

MAKERS OF THE FAMOUS BEAUTYREST MATTRESS, DEEPSLEEP MATTRESS, ACE SPRING, HIDE-A-BED SOFA, BABYBEAUTY Crib MATTRESS



"I wouldn't be without my Simmons Electronic Blanket. It gets cold up here in the winter, and, although I slept with open windows every night, I never got a chill. I have definitely had fewer colds since sleeping under my Simmons Blanket."

MRS. J. J. TELLINGTON, GORHAM, NEW HAMPSHIRE.

©1948, Simmons Co., Mfg. Mart, Chicago, Ill.



IN A JUNGLE CLEARING THATCHED HOMES OF CAMAYURA VILLAGE ENCIRCLE A GUEST HOUSE (CENTER) AND A HUT (RIGHT) IN WHICH EAGLE IS KEPT AS MASCOT



CAMAYURA WIVES take life in a relaxed fashion. The woman at left is running a palm comb through her long hair while one at right spins a cord from tree fibers.

STONE AGE BRAZILIANS

Completely untouched by white man's civilization, Indians live simple but happy life in Matto Grosso

Near the geographical center of South America, where the headwaters of the Xingú River come together to flow northward into the Amazon, live Indians whose way of life is as primitive as that of the Stone Age. This tribe, the Camayura, thrives in the midst of the dense jungle of Brazil's Matto Grosso (thick forest), 600,000 square miles of the world's remaining uncharted and unexplored territory.

Few white men have even glimpsed the Camayura. The German explorer Karl von den Steinen first reported their existence in 1887. But their jungle home is so nearly inaccessible and neighboring tribes of Indians so hostile to white men (even airplanes flying over the region are shot at with bows and arrows, *LIFE*, March 19, 1945) that the Camayura have remained isolated and practically unknown to the rest of the world. In July 1947, however, the Roncador-Xingú Expedition to establish a chain of airports across the Matto Grosso made peaceful contact with the Camayura. Accompanying the expedition was Dr. Harry Wright, American orthodontist and amateur explorer, who took the first pictures showing the life of these forest people.

Wright's photographs, some of which are reproduced here, show that the Camayura are a cheery, relatively healthy people whose lush environment provides for all their wants. They live in villages of four to eight palm-thatched houses (*above*), each big enough to accommodate about 30 persons living in separate family groups. In the warm climate there is no need for clothing and the only adornments besides jewelry are G strings worn by mature women and waist strings on which the men hang arrows and utensils. The Camayura diet consists mainly of a cake made from the roots of the manioc plant, which they cultivate in plantations, and fish, which they kill with arrows. In culture the Camayura are primitive even by Amazonian Indian standards. They have no looms, blow guns, fish poisons or fermented drinks. Although they have chieftains, their social organization is very loose. Mainly the Camayura are content to live, eat and swim in the jungle rivers.



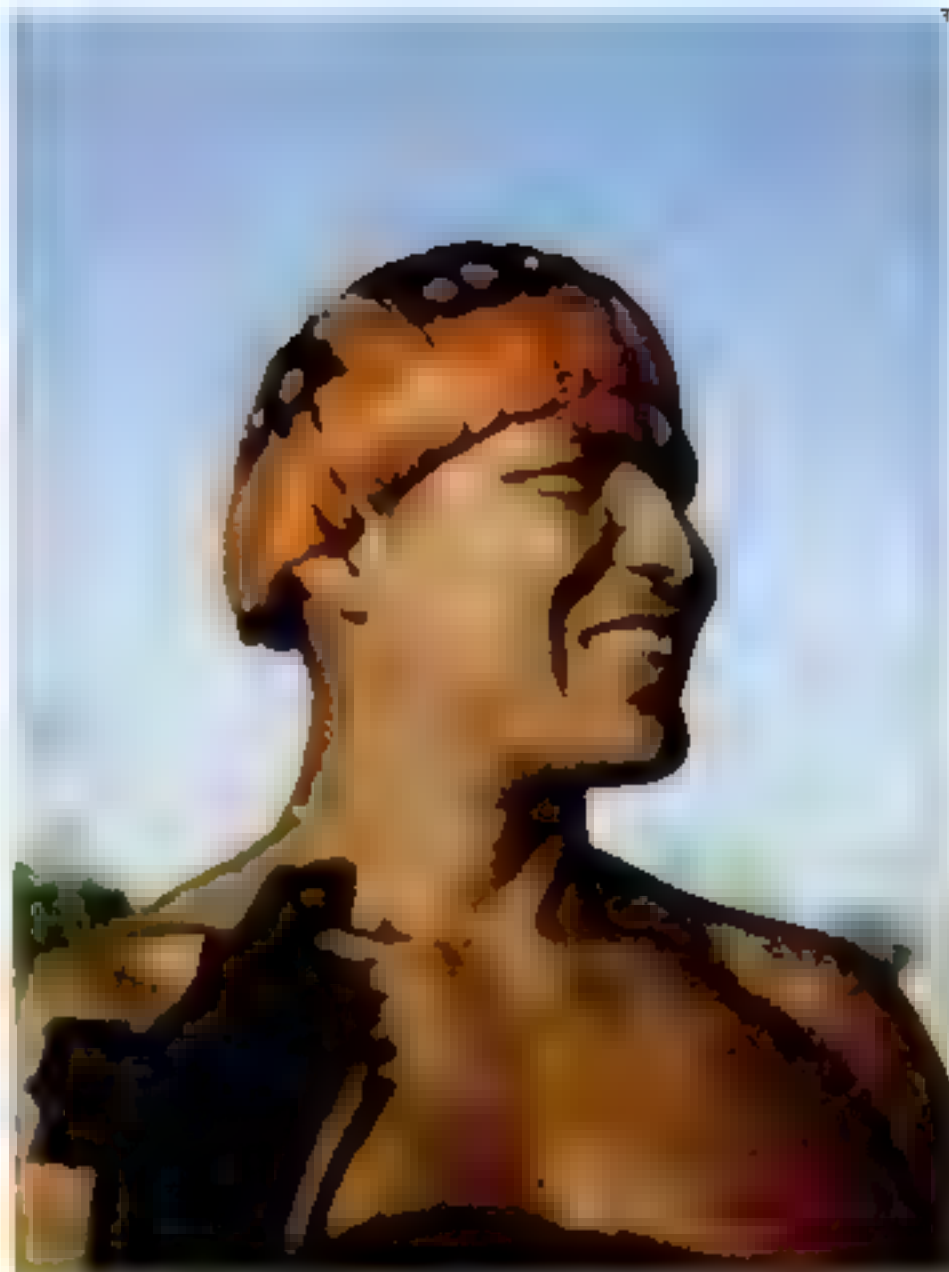
BATHING IN THE CLEAR WATER of the Culuene River is a favorite pastime during the dry months when the Camayara tribe lives in villages near its banks. Ev-

ery morning and evening the women and small children go to the stream to wash and fetch water. Men bathe separately on the other part of the river an hour or more of day.

CONTINUED ON NEXT PAGE



UNMARRIED GIRL, one of village water carriers, has well-formed body but typically sway-backed posture.



YOUNG WARRIOR, a champion wrestler of the tribe, wears evil-smelling hair dressing of red clay and fish oil.



FIVE-YEAR-OLD CHILD plays with the parakeets caught by her father. Pet birds are little girls' only toys.



BOYS PRACTICE ARCHERY while their sisters play or do chores. Imitating their instructor (second from right) they learn control by shooting straight up so that the

long arrows will fall as close to their feet as possible. Practice arrows have special hollow tips made of gourd shell that give a warning whistle as they fly through the air.

Matto Grosso Indians CONTINUED



BREAD-MAKING involves pressing the manioc roots between fiber mats to remove the juice, which is poisonous. The pulverized residue is then baked.



DANCE MUSIC is provided by two men blowing on long flutes. Dance above, the tanga-tanga, is one of principal Camayura ceremonials, lasts for three days.



JUNGLE HAIRCUT is self-administered by sawing hair off with sharpened mussel shells. Most of the Camayura men trim their hair "sugar-bowl" style.



FIRE-MAKING equipment includes a wooden shaft and a pitted hearth. Rotating the shaft between the palms produces friction, which ignites tinder.

STOP CORNS FAST!



NEVER WAIT! At the first sign of sore toes or tender spots from new or tight shoes, apply Dr. Scholl's Zino-pads. They instantly end painful shoe friction, lift pressure off the sensitive spot and stop corns *before* they can develop! But—if you have corns, callouses or bunions—these thin, soft, cushioning, protective pads give you quick, soothing relief.

SPEEDILY REMOVE CORNS, CALLOUSES

You'll marvel, too, how Dr. Scholl's Zino-pads speedily remove corns and callouses when used with the separate *Medications* included. No other method does all these things for you!

Zino-pads are entirely different in medication, design, shape, texture, vastly softer and more effective than anything you ever tried. Don't stick to stocking or come off in bath. At Drug, Shoe, Department Stores, Toiletry Counters.



Have You Any Other Common Foot Troubles?

There is a Dr. Scholl Relief for them. Sold everywhere.



TENDER FEET

Dr. Scholl's Foot Powder relieves tender, chafed, or perspiring feet. Takes new or old shoes happy—prevents Athlete's Foot.



HOT, TIRED FEET

Dr. Scholl's Foot Balm relieves tired, aching, hot feet from fatigue. Very soothing, refreshing.



PAIN HERE?

Dr. Scholl's LaPad relieves pain, calluses, burning at ball of foot. Lays out the part of foot, heel, arch, waistline.



ATHLETE'S FOOT

Dr. Scholl's Athlete's Foot relieves itching, burning, redness, raw, cracked skin. Liquid, Powder or Ointment.



FALLEN ARCHES

Dr. Scholl's Foot-warmer and exerciser relieves tired, aching feet, relieves the foot and the pain, due to weak or fallen arches.

FOR ALL COMMON FOOT TROUBLES

Dr. Scholl's

FOOT COMFORT REMEDIES

Loretta Young

ATTENDS A HOLLYWOOD FASHION PREVIEW OF GOLD (RED) CROSS SHOES FOR FALL

*1948 Academy Award Winner, starring in
"Rachel and The Stranger," R.K.O. Production, gets her first
glimpse of the shoes destined for fall fashion stardom.*

LORETTA YOUNG'S own gentle beauty could have been the inspiration for the new fall fashions—with their accent on delicate grace and femininity, on underplayed (but unmistakable) elegance. Miss Young, named by the American Fashion Academy as best-dressed woman in motion pictures, here previews new Gold (Red) Cross Shoe fashions that will be worn by best-dressed women in every city, this fall.



Reminiscent of "Rachel and The Stranger," R.K.O.'s forthcoming picture, starring Loretta Young in a story of early American days, is *The Tailored*. Note the graceful colonial air... the prim, upstanding buckle of this new Gold (Red) Cross Shoe for fall... Illustrated at right, *The Ecstasy*.



Elegance without exaggeration. Miss Young sees Fashion's new mood reflected in The Babette and The Regency, two smart Gold (Red) Cross suedes.



Miss Young finds The Buttons and The Rugby particularly "suit-able" for fall. Both are trim and tailored, go so smartly with the new fall suits.



RED CROSS SHOES

America's unchallenged shoe value



Illustrated, left to right: on the feet, The Regency, The Ecstasy; above: The Babette, The Sambo Bracelet, The Rugby, The Mandalay, The Buttons. All are Fit-Tested* to keep the swing of youth in your step.

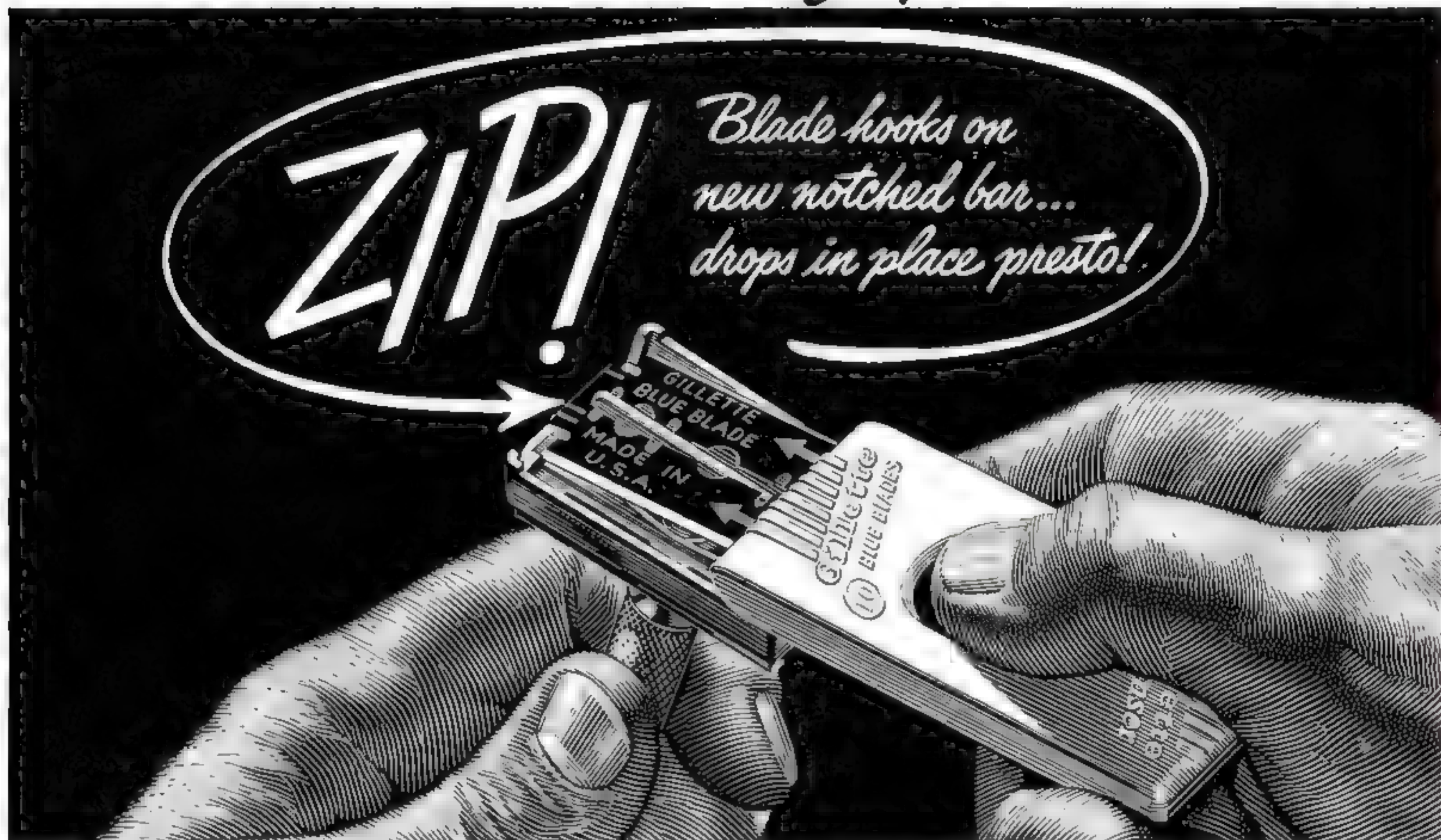
*More smart women wear
Gold (Red) Cross Shoes than any other
brand of fine footwear in the world*



The Sambo Bracelet with its delicate ankle strap and youthful wedge draws an admiring glance from Miss Young. It's a Gold (Red) Cross Fit-Tested Fashion.



LATEST WORD In Shaving Speed And Comfort



These Ultra-Modern **GILLETTE** One-Piece Razors

Combine Instant Blade Changing
With Extra Shaving Ease And
Double-Edge Economy

FOR out-of-this-world shaving luxury and convenience, get acquainted with the improved Gillette One-Piece Razor and remarkable new Gillette Dispenser. Packed with exclusive features that add up to the fastest and easiest shaves of your life, this great new shaving combination outmodes and outperforms all others.

The razor's notched positioning bar makes blade changing a cinch. Twist... the razor opens. Zip... it's loaded. Twist again... and you're all set to skim off whiskers 1-2-3! The Gillette One-Piece Razor is a top-quality instrument, precision-built to give you years of trouble-

free shaving satisfaction. It can't jam or clog... never scrapes or pulls. There's nothing to take apart or fit together and you don't have to be a locksmith to put in a new blade.

Cleaning is simple. Just loosen the holder, rinse and shake... the blade stays in, of course. And, don't forget, Gillette Blades give you *two* super-keen shaving edges for double economy. That's the story, men. So, for *extra* speed and convenience plus *extra* comfort and economy, get an ultra-modern Gillette One-Piece Razor Set.

Gillette Safety Razor Company, Boston.

(All prices apply in United States only)

Copyright 1948 by Gillette Safety Razor Company

*Greatest Shaving Value
Ever Offered*

IMPROVED Gillette Super-Speed
One-Piece Razor and Dispenser With
10 Gillette Blue Blades.

REGULAR \$1.50 VALUE

\$1.00

See Your
Nearest
Retailer.

IMPROVED Gillette Aristocrat One-Piece
Razor, Gold-Plated, And 10-Blade
Dispenser in Rich Traveling Case. **\$3.79**

IMPROVED Gillette Milord One-
Piece Razor, Gold-Plated, And
10-Blade Dispenser in Case. **\$2.75**

look **SHARP!** feel **SHARP!** be **SHARP!** use **Gillette Blue Blades** WITH THE SHARPEST
EDGES EVER HONED



TRAINING FOR WORLD TITLE BOUT WITH TONY ZALE, EUROPEAN CHAMPION MARCEL CERDAN TRIES TO ACHIEVE HAIRLINE BALANCE BY BOUNCING A SOCCER BALL

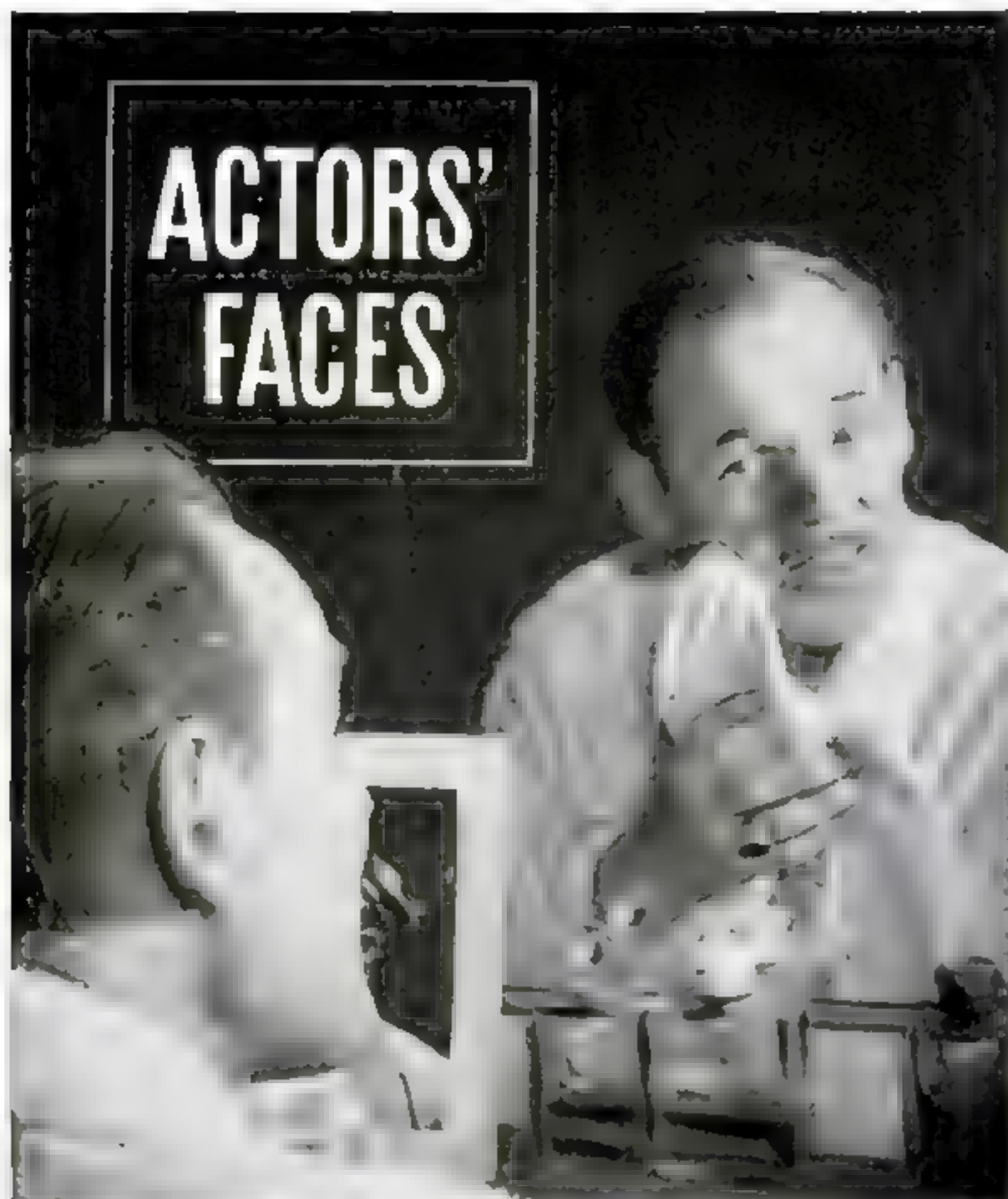
ACROBATIC FIGHTER

Marcel Cerdan shows a new training routine as he gets ready for Zale

The record of European boxing champions in the U.S. is not good. Too often they have turned out to be overpublicized palookas with a remarkable talent for leaving the ring feet first. But the hairy-legged Frenchman in the picture above is no palooka. He is Marcel Cerdan, a Casablanca farmer who on Sept. 21 will fight Tony Zale at Jersey City for the world middleweight championship.

Although Cerdan is not completely new to the U.S.—he has fought four bouts here and won all of

them—his training routine certainly is. He punctuates his road work with short sprints, sudden dodges to the right and left and acrobatic leaps in the air; he has his own set of jumping and lunging exercises, and he sharpens his agility by kicking a soccer ball (*above*). U.S. newsmen had never seen anything like it and most of them were favorably impressed by Cerdan's exceptional footwork and sharp hitting. But they still wondered whether he could take a punch as well as he could give one.



HENRY HULL demonstrates why actors' faces are extra-sensitive. Removing heavy stage make-up can be a slow, painful process—and hard on the skin. No wonder so many stars rely on gentle Williams for easy-on-the-face shaving.

Actors' faces are extra-sensitive

THAT'S WHY HENRY HULL SHAVES WITH SOOTHING WILLIAMS SHAVING CREAM

"It's only natural that rubbing off stage make-up should make an actor's face sensitive," says Henry Hull, well-known star of stage and screen. "But I still get smooth, easy shaves when I use Williams Shaving Cream. It never stings or irritates... takes the fight out of the toughest whiskers."

A shaving cream can be gentle to the skin only when it is made of mild, top-quality ingredients—blended carefully as a doctor's prescription. And that's how Williams Shaving Cream is made... with a unique

skill resulting from over one hundred years' experience.

Smooth, comfortable shaves

Williams creamy, soaking lather softens tough beards *completely*. It lets your razor shave closely and cleanly—and it leaves your face feeling smoother and refreshed. Get a tube of Williams today.

If you prefer a brushless shave, you'll find the same luxurious shaving cream qualities in the new heavier and richer Williams Brushless Cream.



For the perfect finish to any shave, enjoy a refreshing dash of cool, tingling, cleanly scented AQUA VELVA. It's the world's most popular After-Shave lotion.



Acrobatic Fighter CONTINUED



KNOCKOUT VICTORY was scored by Cerdan over Lavern Roach, Texas middleweight, in Madison Square Garden. Fight was stopped in eighth round.

CERDAN HAS A K.O. PUNCH TOO

Although the frequently told stories that Marcel Cerdan has a chateau in North Africa and trains on a diet of champagne and rum are both deadpan fictions of Broadway press-agentry, his ability as a fighter is no fiction at all. He proved that the last time he performed in the U.S. (*above*). Cerdan was born 32 years ago in Sidi-bel-Abbes, Algeria, the son of a French butcher, but 14 years of fighting have made him wealthy. He now has everything he wants—two farms, a prosperous tavern and hotel in Casablanca—except a world championship. Says Cerdan, "I must win it soon for, after 32, age rusts the legs, does it not?"



BLOWING BUBBLE GUM, Cerdan picks up a U.S. custom from two vacationers at his Loch Sheldrake, N. Y. training camp. He still speaks no English.

NOW you can afford the finest
TELEVISION



Television Console.
Big screen shows brilliant,
steady pictures on all chan-
nels. Gorgeous Furniture
Styled cabinet.
Model VK106



Gorgeous Table Model.
Shows constant, crystal-
clear pictures. Hand
rubbed, Furniture Styled
cabinet.
Model VT105



Model VT71

\$189⁹⁵


plus aerial
and installation



6-in-1 Console. Televi-
sion, Automatic Phono-
graph for new "Long Play-
ing" records, Automatic
Phonograph for standard
records, FM and AM
radio, record storage,
Furniture Styled cabinet.
Model VF103

Proved in thousands of homes
Television's Greatest Value!

Wait no longer—for now you can afford the new, exciting miracle of television in your own home! Here is television's clearest, brightest, smoothest picture on a direct-view screen—accompanied by incomparable Motorola Golden Voice sound—in a hand-rubbed, Furniture Styled cabinet. It's engineered for *lightness* (weighs only 26½ lbs.) so you can carry it from room to room. Simplified controls make it easy to operate. Thousands of more-than-satisfied customers call it the *finest*—and, wonder of wonders, *the best costs less*. See a demonstration soon.

Motorola
GOLDEN  VIEW
TELEVISION

... and exciting
new radios, radio-phonographs
and portables



**Thrilling Beauty, Outstand-
ing Performance, Low Price**
New table radio—available
in six decorator colors to
harmonize with any room.
Plenty of Power—rich tone.
Model 58R11



**Glamour Baby of Personal
Portables—Motorola Play-
mate Jr.** So tiny—so light—
so powerful—such won-
derful tone! AC/DC and
Battery operation (batteries
extra). Model 5A7A



**Your Best Buy in a Table
Model Radio-Phonograph**
The smallest on the market.
"Floating Action" changer
handles ten 10" or eight 12"
records. Stunning Furniture
Styling. Model 68F11



**Never Before—So Much For
So Little** FM and AM Radio
and Automatic Phonograph.
Loads of record storage.
Beautiful Furniture Styling.
Model 78FM22

MOTOROLA INC. • CHICAGO 51, ILLINOIS

Prices slightly higher in south and west. Installation extra on all television receivers. Look in Your Classified Phone Book for the name of your nearest Motorola Dealer.

Today especially

when aged whiskies* are scarce...

IT TAKES A SECOND LOOK TO FIND REAL QUALITY



FRONT LABEL Symbol of Quality...

This label is your guide to quality—to selecting the brand you want.

BACK LABEL Proof of Quality...

This label is required by the U.S. Government. It tells you the age and amount of base whiskies in the blend.

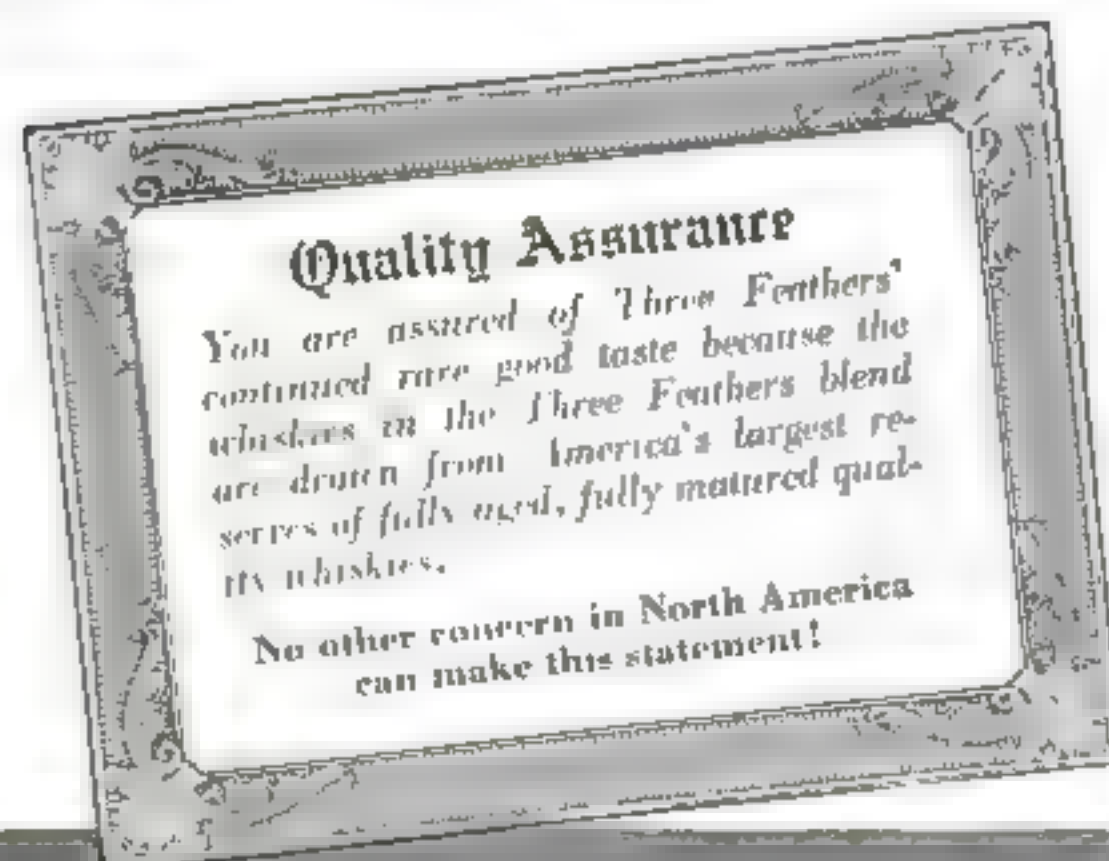
Today especially, with the shortage of fine aged whiskies, it's important for you to know the age and amount of straight whiskies in the blend you buy. That's why we urge you to look at the back label as well as the front label—to take a "second look" before you choose a whiskey.

Yes, especially today it's good to know that Three Feathers—backed by America's largest reserves of fine old whiskies—continues to give you the same generous quantities of five, six, and seven-year-old

whiskies, blended with choice grain neutral spirits. Read this special formula:

*RARE BLENDED WHISKEY

86 proof. The straight whiskies in this product are five years or more old. 35% straight whiskey, 65% grain neutral spirits. 12% whiskey 5 years old. 20% whiskey 6 years old. 3% whiskey 7 years old. Three Feathers Distributors, Inc., New York, N. Y.



THREE FEATHERS

choice of those who take a second look for quality



STUEMPFIG ATTEMPTED TO CONVEY "A CLOSED-IN, LONELY FEELING" IN THIS SCENE OF AN INDUSTRIAL TOWN NEAR PHILADELPHIA

Romantic Painter

STUEMPFIG'S POETIC CANVASES ARE BEST-SELLERS

One of the most successful younger painters in the U.S. today is 34-year-old Walter Stuempfig whose pictures are shown on these pages. During the past year, which was marked with violent controversy over modern art (*LIFE*, June 28), this Philadelphia artist quietly sold out his one-man show in New York's Durlacher gallery. Last year alone he disposed of more than 30

paintings at prices ranging from \$150 to \$900.

Like most modern art students Stuempfig, who studied at the Pennsylvania Academy, was first absorbed by abstraction. But unlike many of them he found abstraction too limited and became more and more interested in the tradition of the old masters. His paintings today reflect the sound principles he has learned from

both modern and traditional art. To them he has added a personal poetic vision which he expresses through scenes of his own countryside in and around Philadelphia and Cape May, N.J. where he spends his summers. Though he has been called "a new kind of romantic," Stuempfig says, "I don't like labels. I have to be in love with a subject to paint it, that's all."

ROMANTIC PAINTER CONTINUED



TWO HOUSES, owned by Washington's Corcoran Gallery of Art, was painted by Stuenkel in 1946 at Cape May, N.J. The artist was

fascinated by the desolation of these ornate summer cottages which were built in the 1890s when President Harrison was a regular visitor.





◆ **WHITE BOAT** portrays a whaleboat which was bought in Florida by two sailors who added a cabin to it, sailed it north and moored it at Wildwood, N.J. near Cape May where Stuenkel saw it. He painted it in a romantic foggy light and placed a fishing boat in the right background with nets set out to dry hanging from the mast.

STURGEON was inspired by a scene at Sea Isle City, N.J., which Stuenkel describes as the "Newport of the \$2,000-a-year man." The artist works in a studio from sketches. Here he carefully composed the figures in his mind before he started painting, emphasizing the play of sunlight and shadow in the entire composition.



EXCITED DIRECTOR Bert Shevelove opens mouth wide to demonstrate to a singer how it should be done.

REHEARSAL THROES

Young hopefuls sing and dance to get ready for a new season

The din of tinny rehearsal pianos, dancing feet, and voices raised in a hopeful approximation of song proclaimed all through the late summer weeks that Broadway has been rushing to get ready for its busiest September in many years. This month 12 shows, half of them musicals, are scheduled to open, twice as many as opened last September.

The hope and hard work that go into all rehearsals filled the Morosco Theater where a troupe of 19 young actors suffered the throes of putting on a new revue, *Small Wonder*. During the four-week rehearsal they danced and sang on dim, bare stages, gulped malted milks, napped in odd corners. Skits, like the one at right where Tom Ewell and Joan Mann kid an over-emotional French movie, were rehearsed in lounges and on empty stages. Then the troupe went on tour, where the critics were friendly, and headed back for New York where Broadway would decide if their hard work was to pay off



EXHAUSTED DANCER Jonathan Lucas takes an odd pose for reading while dance rehearsal goes on behind.

ACTORS REHEARSE SATIRE OF MOVIE ROMANCE →





ON A GLOOMY STAGE WITH A BLEAK BACKGROUND OF STEAMPIPES, BRICK WALLS AND SIGNS, DANCE DIRECTOR GOWER CHAMPION REHEARSES SOUTH AMERICAN DANCE



AT SONG REHEARSAL Mary McCarty, wearing slacks and sweater and a hurt expression, sings number which Composer Albert Selden bangs out on a cigaret-scarred piano.



AT DANCE REHEARSAL Coach Marge Champion (right) shows Dancer Kate Friedlich how to do scene in which a cov girl almost falls off park bench trying to attract boys.



WHICH WILL BLOSSOM INTO THE SHOW'S MOST SPECTACULAR NUMBER



LOVE SCENE, which in show will be part of a dressy wedding number, is rehearsed with Joan Diener (see cover) and Haves Gordon as bride and groom.

CONTINUED ON NEXT PAGE

**"SEE
that tumbler
Bounce!"**

• This stroboscopic photograph catches 15 images of its fall! These bounce tumblers are extra-hardened! Last 3 to 5 times longer than ordinary tumblers. And rims are guaranteed: "you get a new glass if the 'Safedge ever chips." Now available at leading stores everywhere.

Juice (3 oz.)	Iced Tea (12 oz.)	Water (9 1/2 oz.)

Libbey
**Bounce
Tumblers**

Sturdy shape or shatter proof, prepacked for your convenience

LOOK FOR THE HEAT-TREATED MARK ON THE BOTTOM OF EVERY TUMBLER—H. T. IN THE STAR

Copyright, 1948, Libbey Glass, Division of Owens-Illinois Glass Company, Toledo 1, Ohio

Oh, my aching back!

and for that stiff, tired arm, hip and leg



Here's fast relief!

• Tired muscles are often famished muscles because overexercise has burned up the nourishment required for work. For fast relief the thing to do is rub those muscles with Absorbine Jr. This stimulates your local blood circulation. In turn, this enables fresh blood to bring invigorating nourishment to areas where applied. The pain eases, stiffness subsides, and you feel ready to go. Get Absorbine Jr. today. \$1.25 a bottle at all drugstores.

W. F. Young, Inc.
Springfield, Mass.

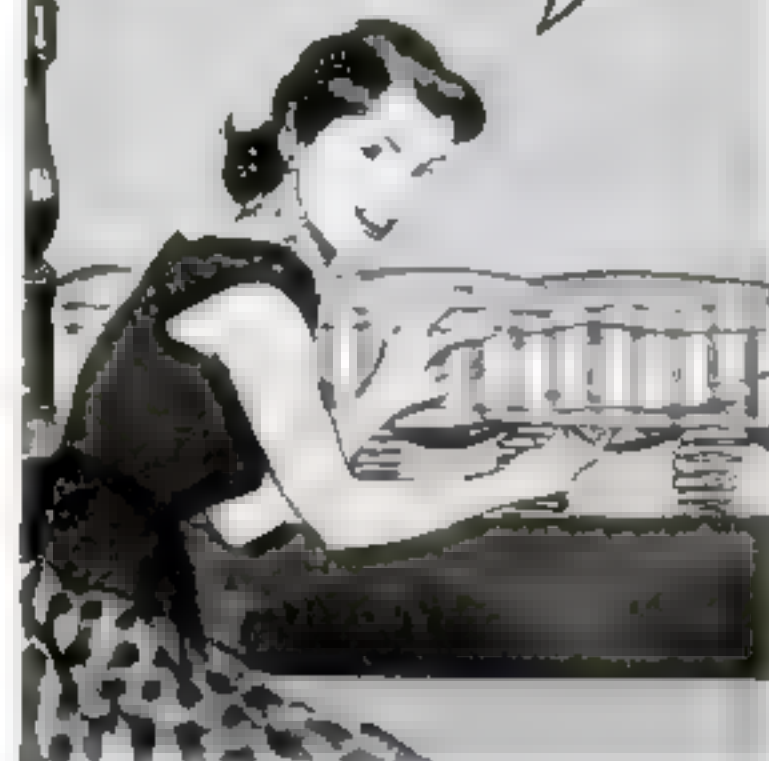


Ah!
my
Absorbine Jr.!



REHEARSAL FATIGUE overcomes Choreographer Champion who, standing on an orchestra seat, has shouted himself hoarse. With him are his wife, Marge, who helps direct dances, and Director Shevelove. For rehearsals most musical shows split into small groups, sometimes get lost all over Broadway.

IT'S NOT THE MATTRESS—IT'S THE BEDSPRING!



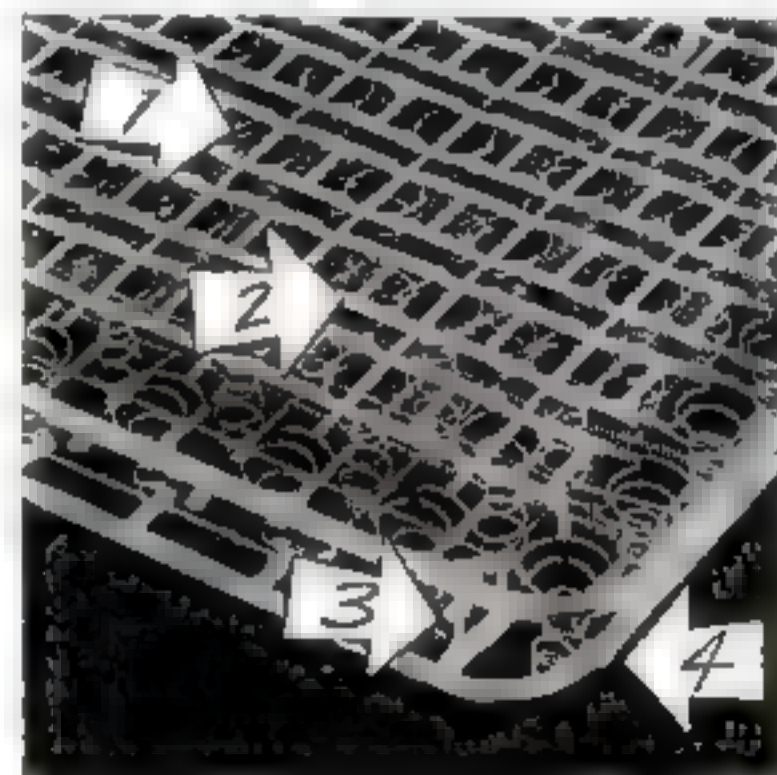
Maybe your mattress isn't the reason for those sleepless nights!

Maybe you (like more than half the people in the country!) are sleeping on a worn-out or obsolete *bedspring*!

Get ACE Spring, made only by Simmons! It's not just *new* but *better*!

It's a "platform" bedspring designed especially for the innerspring mattress of today!

\$29.50 at your Simmons dealer.



Look at these modern ACE features!

1. ACE has 99, deep, double-deck coil springs that give exactly the *right* resilience to your mattress—make it even more restful!

2. ACE has a *special platform* over its 99 coil springs to prevent your mattress from sagging into them!

3. ACE has 2 "no-sway" stabilizers—it won't twist out of shape!

4. ACE has rounded corners to avoid tearing sheets, blankets.

Only SIMMONS makes ACE SPRING®

Other Simmons Quality Products:

Famous Beautyrest Mattress,
Electronic Blanket, Deepsleep Mattress,
Hids-A-Bed Sofa, Babybeauty Crib Mattress

TRADE-MARK REG. U. S. PATENT OFFICE
© 1949, SIMMONS CO., MOSE. MART, CHICAGO, ILL.

Look Smarter

Feel Better*



**Why more men
choose Jarman shoes
every season*



LEFT Style 4174
Jarman's handsome classic
wing tip. Double leather sole.

CENTER Style 4106.
Smart new Moc toe blucher.
Extra thick sole - storm walk

RIGHT Style 4168.
Distinctive tailored Moc toe
blucher with leather sole

Leather worth a king's ransom...

Jarman Royal Burgundy

The deep, glowing luster of Jarman's Royal Burgundy leather gives these styles a richer, smarter appearance. A masculine color, it blends perfectly with blue, gray and brown.

\$995 to \$1395

Some Styles Higher...

This season, take a note of Jarman's distinctive, top-quality styling and extra comfort, exclusive features that make you *look smarter* and *feel better*. You, too, will discover why style-wise men throughout America insist on Jarman shoes year-in and year-out. For your choice this fall there's a wide assortment of handsome Jarman patterns in rich, masculine colors—a style for every occasion. And in each skillfully-fashioned pair you get fine, mellow leathers that assure smooth finish and longer service—plus Jarman's famous *friendliness of fit*, the gentle, foot-snugging comfort that's yours the instant your foot slips into a Jarman shoe. Your Jarman dealer has the newest fall styles. Try a pair, today.

JARMAN SHOE COMPANY, DIV. OF GENERAL SHOE CORP., NASHVILLE, TENNESSEE

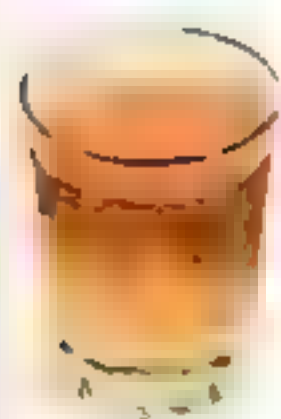


ARCHERY AT MT. PLEASANT, PHILADELPHIA, ABOUT 1833*

Philadelphia

BLENDED WHISKY

The Heritage Whisky

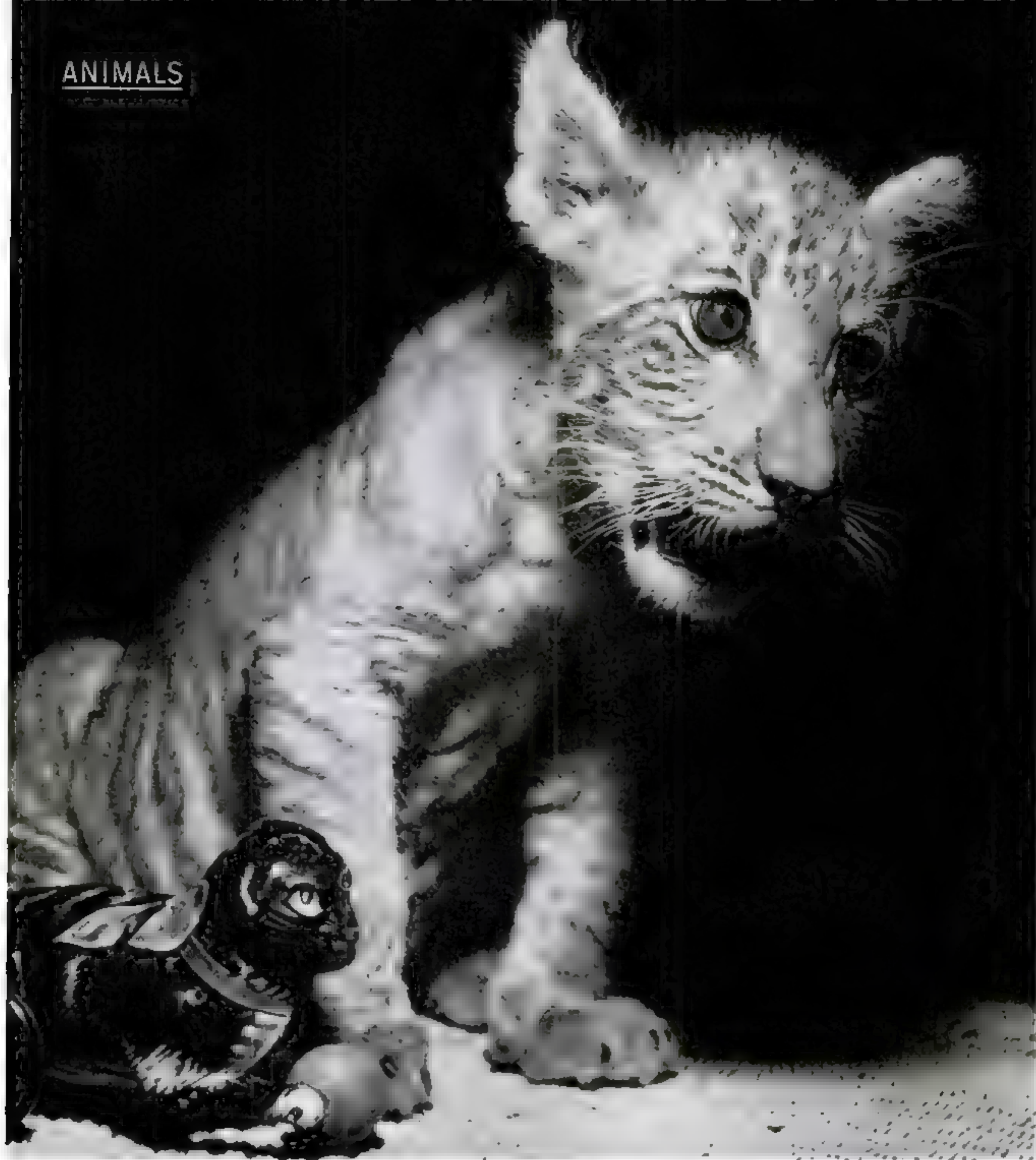


GOOD TASTE THROUGH THE YEARS...

Enjoy this fine blend that depends on vast reserves for true pre-war quality.

*From a Series of Historic Paintings Designed for "Philadelphia"—The Heritage Whisky—Famous Since 1894

56.8 PROOF • 45% GRAIN NEUTRAL SPIRITS • CONTINENTAL DISTILLING CORPORATION • PHILADELPHIA, PENNSYLVANIA



THE LIGER RISES ON FORELEGS WHICH RESEMBLE A LION'S AND PRICKS UP EARS WHICH LOOK LIKE A TIGER'S. IT PLAYS WITH TOYS AT LEFT

LIGER

A lion and a tigress produce a new kind of zoo baby

The baby animal above, the first of its kind ever born in the U.S., comes honestly by its looks and strange name. It is a liger, child of the lion and tiger at right, who belong to the Hogle Zoo in Salt Lake City. The lion is its father, the tiger its mother, which distinguishes it from the tiglon in a New York zoo, which had a tiger father and a lion mother. The liger, whose name is Shasta, has its father's face and big front feet but its mother's hind legs and stripes. Its coloring between the stripes favors more its father.

Although lions and tigers usually fight, the pair in Salt Lake City took to rubbing noses through bars of adjoining cages. Their keepers last March put them in a cage together, and in May a female liger was born. It was very small, weighing less than 2 pounds, and was almost completely neglected by its mother. To save its life Joseph Sloan, the park superintendent, took it home, where his wife fed it from a bottle, gave it cod-liver oil and nursed it along. Now grown up to a fine, healthy 30-pound cub, Shasta is too big for a household and is back in the zoo in a cage across the way from its father and mother.



LIGER'S PARENTS, 7-year-old lion and 4-year-old tigress, snuggle up to each other. They lived together last spring, have been separated since just before baby was born.

I Wear False Teeth

yet my mouth feels
fresh, clean and cool

No "DENTURE BREATH" for me*



"I know that dental plates that feel hot and sticky are a warning sign . . . so I soak my plate in Polident to avoid Denture Breath."

Mrs. C. W. A., Dayton, Ohio

WHEN plates taste bad—feel hot and heavy in your mouth, watch out for "Denture Breath", the oral disturbance that comes from improper cleansing. False teeth need the care of a special denture cleanser—POLIDENT. Safe, easy, quick, Polident leaves your plates feeling clean, cool and fresh. No fear of offensive "Denture Breath".

And remember, Polident keeps your false teeth more natural looking—free from offensive odor, too. For a smile that sparkles, for a mouth that feels cool, clean and fresh—soak your plates in Polident every day.

Polident comes in two sizes—regular and large economy size—available at all drug-stores. It costs only about a cent a day to use, so get a can of Polident tomorrow, sure.



NO BRUSHING

Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

POLIDENT

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER



Amazing New Cream Holds Tighter, Longer than anything you've ever tried or double your money back

POLI-GRIP

Made and guaranteed by POLIDENT

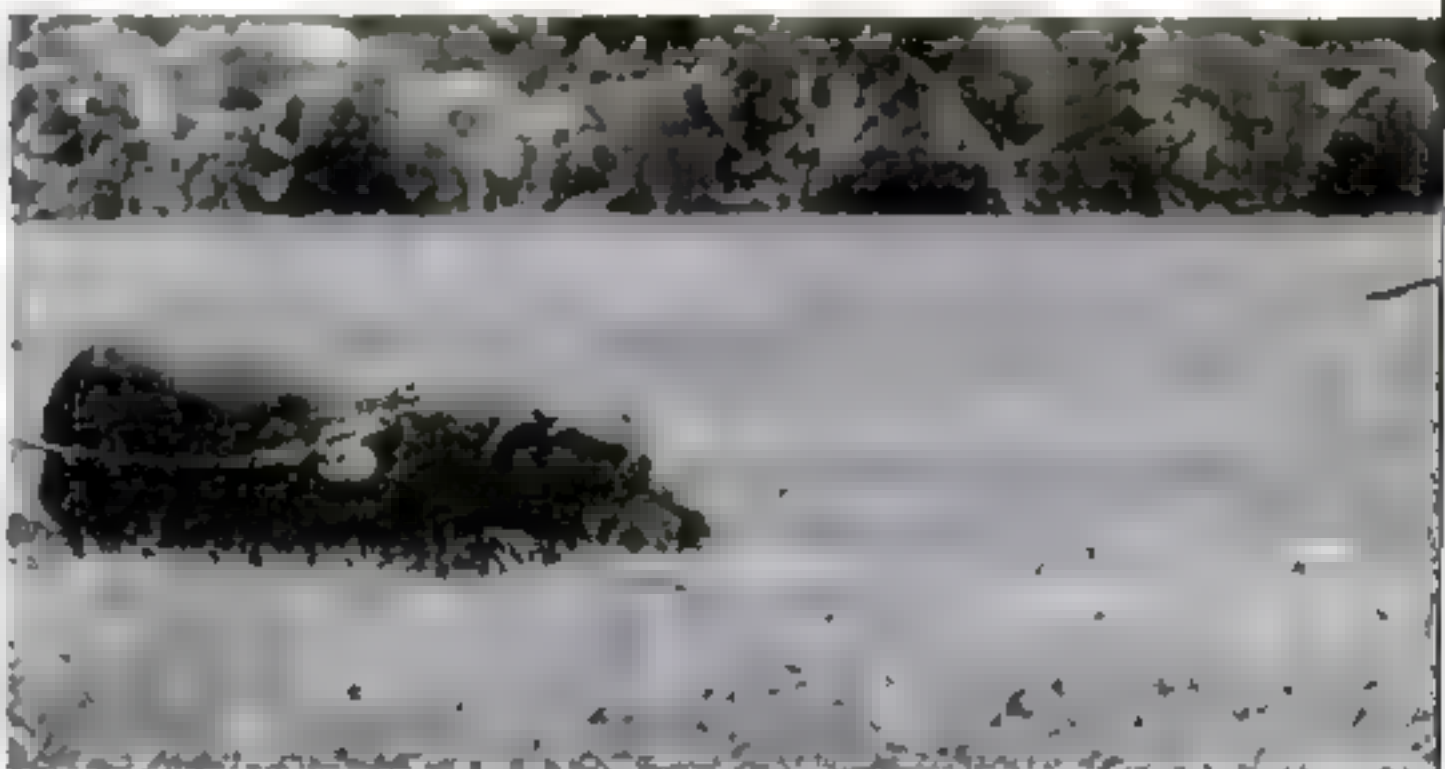
Liger CONTINUED



STRETCHING ACROSS SOFA, Shasta the liger digs its sharp claws into the upholstery of the Sloan home, where it was nursed. The liger has its tiger



SNARLING, and baring the long, curved teeth of a tiger, the liger receives spanking from Mrs. Sloan. The liger became housebroken inside three weeks.



MEETING DOG, the liger strains on leash to leap at it. Shasta was so curious about the dog that the dog became frightened and tried to run away.



mother's instinct for climbing, leaped to the top of the highest objects which it found in every room and then bounded from one high place to another.



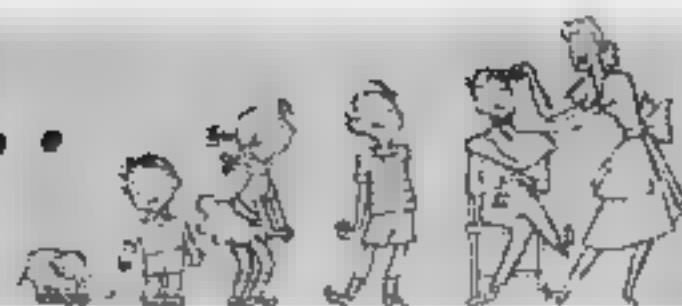
BITING, the liger jumps up with the friendly intention of catching the leg of a visitor. It scratched one visitor so hard he had to go to the hospital.



Lion-tiger hybrids, both the liger and the tiglon, are sometimes born in natural state but like mules, which are also hybrids, they are almost always sterile.

CONTINUED ON NEXT PAGE

at our house...

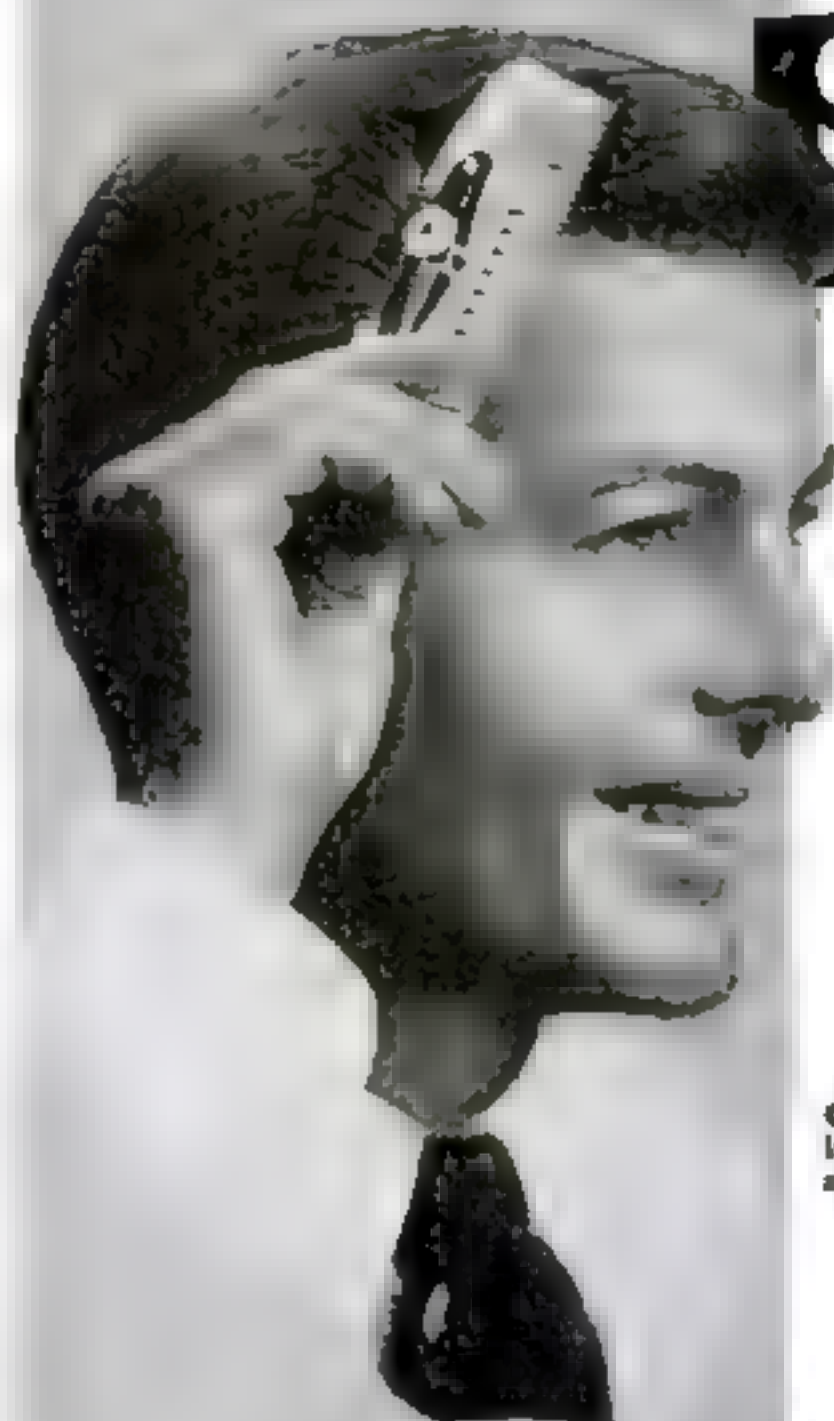


HAIR CUTS

COST ONLY 1¢ TO 3¢ EACH

with

STA-NEET
"the Family Barber"



CUTS, TRIMS, THINS, AND SHAPES HAIR WITH PROFESSIONAL NEATNESS. STA-NEET SHAVES LEGS AND UNDERARMS, TOO!

Now the entire family—Mother, Dad, Sister, and Brother—can get a complete haircut at home for less than the price of a razor blade. STA-NEET SAVES \$50 to \$100 a year for the average family—just think what this saving will mean to your family budget. And STA-NEET costs only 98¢—you save that much the first time you use it.

STAY NEAT WITH STA-NEET.

CUTS AND TRIMS hair just the way you want it. Removes shaggy hair and neck fuzz quickly and safely.

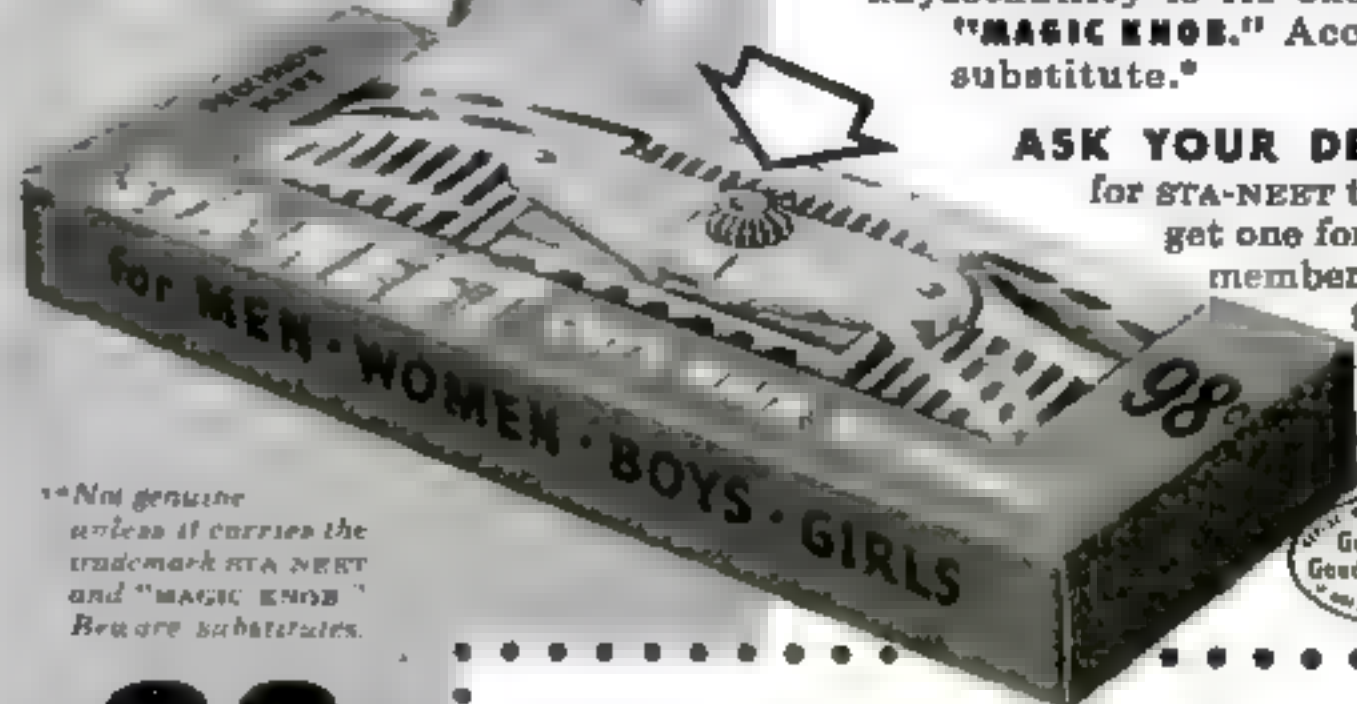


IDEAL for keeping boys' and girls' hair looking neat and well-groomed all the time—no fuss, no bother. Anyone can use STA-NEET—it's as easy as combing your hair.

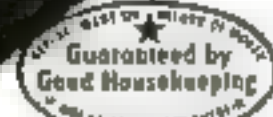
THIN AND SHAPE your hair with STA-NEET before using your home permanent. Your wave will look lovelier and last longer.

The secret of STA-NEET'S 5 WAY adjustability is its exclusive "MAGIC KNOB." Accept no substitute.

ASK YOUR DEALER for STA-NEET today—get one for every member of the family.



*Not genuine unless it carries the trademark STA-NEET and "MAGIC KNOB." Beware substitutes.



Only **98¢**

Any double-edge razor blade STA-NEET
STA-NEET RAZOR BLADES fit all double-edge safety razors.

STA-NEET is sold by all leading stores. If your dealer does not have a supply of STA-NEET, mail this coupon with \$1.00 now!

STA-NEET CORPORATION, Dept. L-9
Box 1431, Los Angeles 15, California

☐ Enclosed is \$____. Please send me, postpaid, _____ STA-NEETS, at \$1.00 ea.

☐ Also enclosed is \$____. Please send me, postpaid, _____ pkgs. of double edge STA-NEET Razor Blades... 5 Blades for 25c.

NAME _____

ADDRESS _____

CITY _____ STATE _____

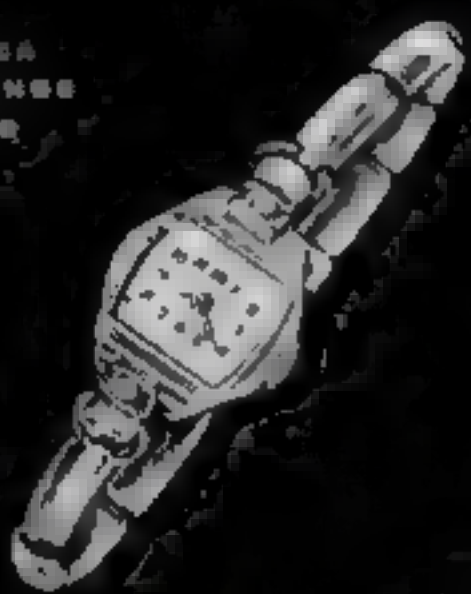
80 YEARS AGO

Johann Strauss' famous "Blue Danube Waltz" was first introduced to enthusiastic music lovers in this country in 1868—the year the Ollendorff Watch Company was founded.



MONICA
DIAMOND
\$71.50

BERENADE
\$39.75



OTHER WATCHES
FROM
\$24.75 TO \$2,500.00



STIMSON
SELF-WINDING
SYNTHETIC
\$55.00

RONALD
\$22.00

GOLD SUPPLY 14K.
\$125.00

AT BETTER
JEWELERS EVERYWHERE

TIME FOR A LIFETIME

Gotham Watches
Fine Watches Since 1868

PRODUCT OF
OLLENDORFF WATCH CO., INC.
20 W 47TH ST., NEW YORK 19, N. Y.

ALL PRICES INCLUDE FEDERAL TAX

Liger CONTINUED



HOLDING BOTTLE, the baby liger sucks milk during its daily weighing. Usually it drank from bottle so fast and gluttonously that it got indigestion.



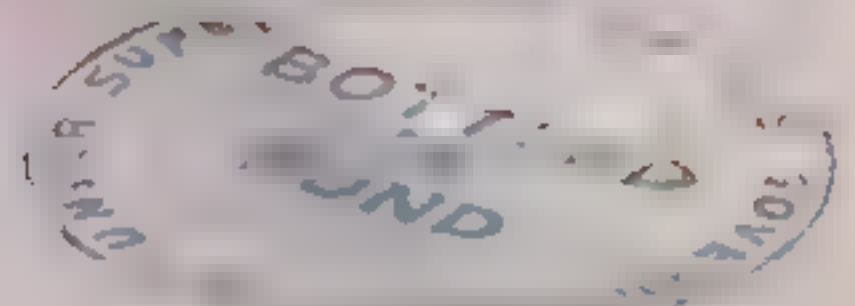
BEING BURPED after a meal, Shasta dangles over Mrs. Sloan's shoulder. Like all its ancestors, Shasta soon learned to prefer raw horse meat to milk.

Signed, Sealed and Delicious

100
PROOF



OF TOP MOST CHOICE





Marriage Musings

Around the nearest corner, familiar footsteps are hurrying to you.

You dream a little...about all the things that make your marriage perfect. Perhaps, most of all, the magic that makes every minute you're together seem special...

So much of the togetherness is over a table...a table that's set with your shining International Sterling. For reasons that lie in your heart, as well as in your head, you'll always be glad you chose one of the exquisite International patterns.

Every pattern so style-right! Whether it's breakfast-for-two, or dinner-for-eight, you'll be so proud of your International Sterling pattern...designed by America's top silver artists for lifetime loveliness!

True family silver! Every International pattern is solid sterling silver...with gleaming richness brought to perfection by tradition-trained New England silversmiths!

Costs no more than in '44! With other sterling prices rising, International's remain the same. Compare with other brands!

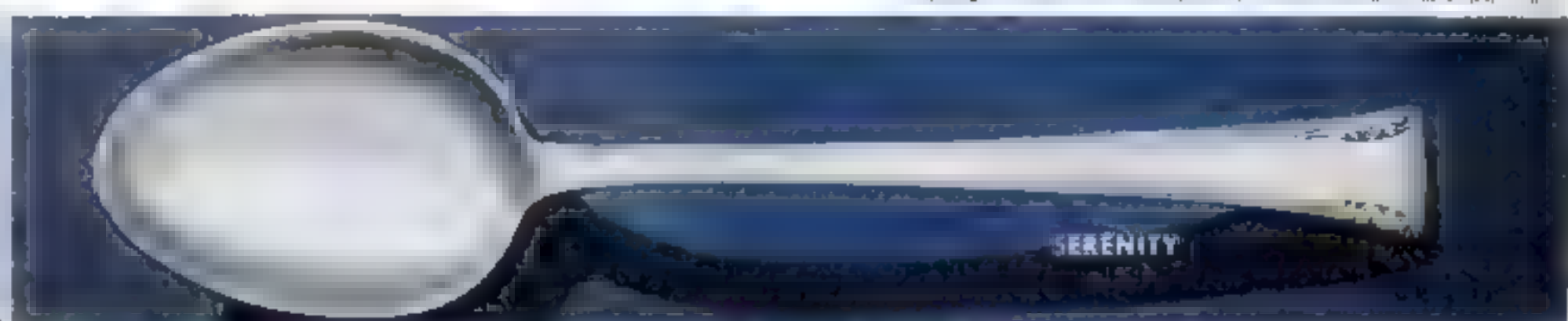
New service-for-8 chest! Ask your dealer to show you the handsome new service-for-eight chest (shown below)...available in your pattern-of-dreams! As low as \$168.50! Easy payment plan available. All patterns made in U.S.A.

"The Adventures of Ozzie & Harriet" return to the air on Oct. 3. New time: 6:30 P. M., E. S. T., NBC.

International Sterling



BASIC SERVICE FOR EIGHT CHEST AS LOW AS \$168.50



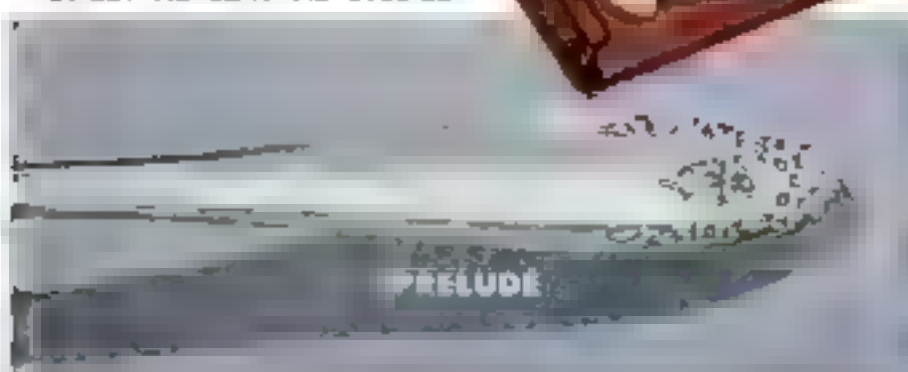
SERENITY: A MARVELOUSLY PROPORTIONED PATTERN WITH A SIMPLE, ALMOST "TAILORED" LOOK. DELICATE TRACERY AT SIDES.



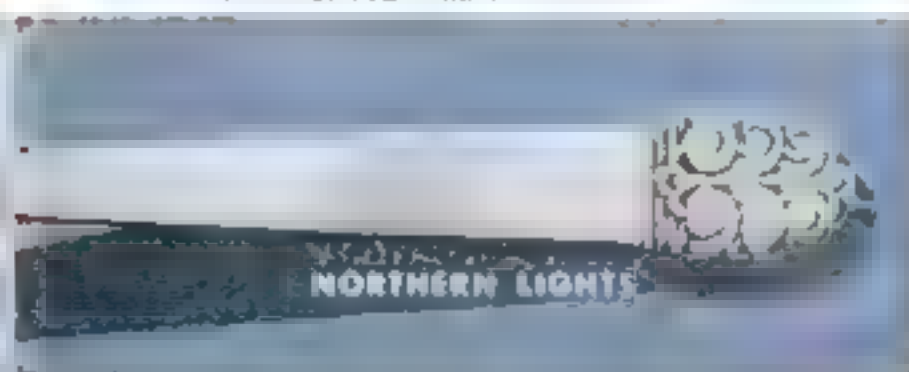
SPRING GLORY: DARINGLY DIFFERENT, A STEM UNFOLDS INTO ONE PERFECT FLOWER. THE ESSENCE OF SPRINGTIME.



ROYAL DANISH: A RICH LOOKING SCANDINAVIAN TYPE OF DESIGN, WITH OPENWORK HANDLE. TRULY DESIGNED FOR DRAMA.



PRELUDE: A ROMANCE PATTERN—CROWNED BY A CLUSTER OF FLOWERS. PROBABLY AMERICA'S BEST-LOVED PATTERN.



NORTHERN LIGHTS: RICH AND MAGNIFICENT PATTERN, AGLEAM WITH FINE CARVING THAT CATCHES THE LIGHT.



WILD ROSE: NEWEST INTERNATIONAL PATTERN, BLOOMING WITH TINY WILD ROSES. NOTICE THE PERFECTION OF EACH BLOSSOM.

COUNTRY DOCTOR



THROUGH WEEDS GROWING RANK IN AN UNKEMPT DOORYARD, DR. ERNEST CERIANI OF KREMMLING MAKES HIS WAY TO CALL ON A PATIENT

HIS ENDLESS WORK HAS ITS OWN REWARDS

PHOTOGRAPHS FOR LIFE BY W. EUGENE SMITH

The town of Kremmling, Colo., 115 miles west of Denver, contains 1,000 people. The surrounding area of some 400 square miles, filled with ranches which extend high into the Rocky Mountains, contains 1,000 more. These 2,000 souls are constantly falling ill, recovering or dying, having children, being kicked by horses and cutting themselves on broken bottles. A single country doctor, known in the profession as a "g.p.," or general practitioner, takes care of them all. His name is Ernest Guy Ceriani.

Dr. Ceriani begins to work soon after 8 o'clock and often continues far into the night. He serves as physician, surgeon, obstetrician, pediatrician, psychiatrist, dentist, oculist and laboratory technician. Like most rural g.p.s he has no vacations and few days off, although unlike them he

has a small hospital in which to work. Whenever he has a spare hour he spends it uneasily, worrying about a particular patient or regretting that he cannot study all of the medical journals which pour into his office. Although he is only 32 he is already slightly stooped, leaning forward as he hurries from place to place as though heading into a strong wind. His income for covering a dozen fields is less than a city doctor makes by specializing in only one. But Ceriani is compensated by the affection of his patients and neighbors, by the high place he has earned in his community and by the fact that he is his own boss. For him this is enough. The fate of thousands of communities like Kremmling, in dire need of "country doctors," depends on whether the nation's 22,000 medical students, now choosing between specialization and general practice, also think it is enough.



THE DAY'S FIRST OFFICE CALL is made by a tourist guide and his baby who have come to Kremmling from an outlying ranch. Ceriani's patients are of all ages and income groups and come from doctorless areas as far as 50 miles away.

COUNTRY DOCTOR CONTINUED

HE MUST SPECIALIZE



HOME CALL at 8:30 a.m. starts Ceriani's day. He prefers to treat patients during office hours at the hospital, but because this printer had a fever and signs of influenza Ceriani thought it would be unwise for him to get up and make the trip.



MINOR EMERGENCY disrupts Ceriani's office routine. This 60-year-old tourist, suffering from a heart disturbance aggravated by a trip through an 11,000-foot pass in the Rockies, came to the hospital to get an injection of morphine.



ANOTHER HOME CALL turns up a feverish 4-year-old suffering from acute tonsillitis. Although a large proportion of his patients are children, Dr. Ceriani is still inexperienced in pediatrics and studies it whenever he has an opportunity.

IN A DOZEN FIELDS



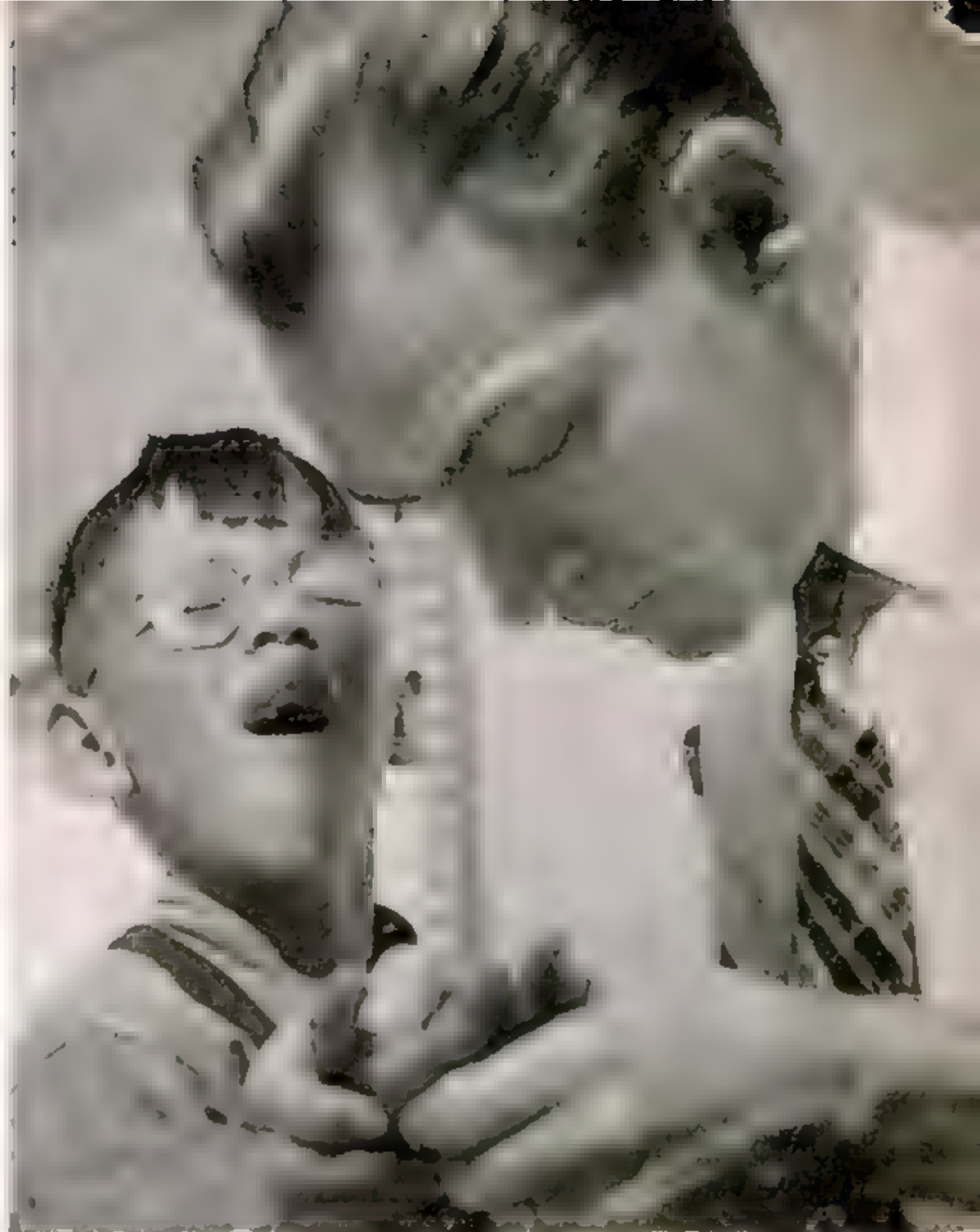
X-RAY PICTURE is explained to a rancher by Ceriani, who developed the negative himself. In addition to the X-ray machine, the hospital contains about \$10,000 worth of equipment, including a \$1,500 autoclave and an oxygen tent.



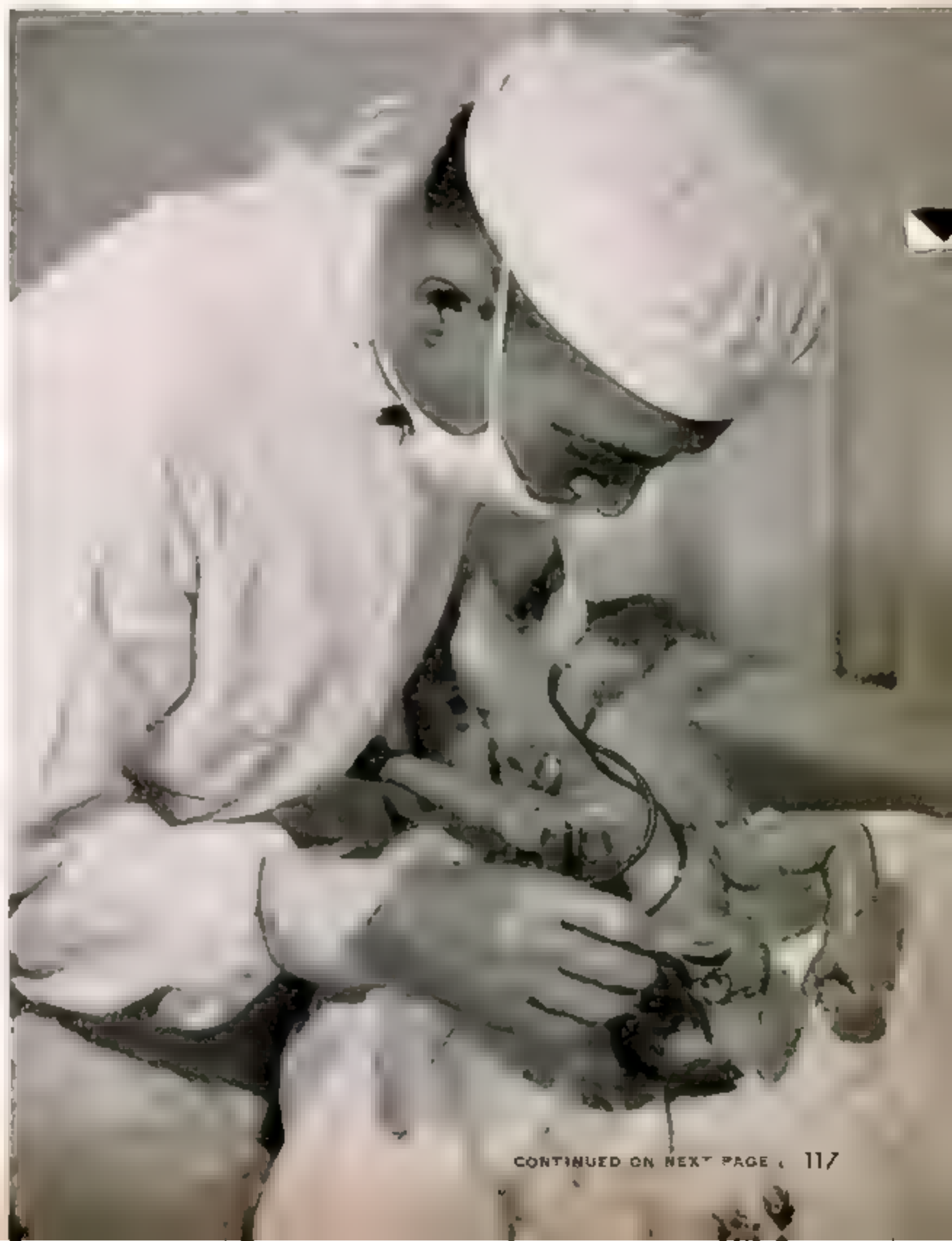
BROKEN RIBS, the result of an accident in which a horse rolled on this patient, are bound with adhesive tape by Ceriani. Many of his hardy patients walk in with injuries which would make city dwellers call at once for an ambulance.



PROBLEMS OF AGE—in this case a slight deafness complicated by deposits of ear wax—are daily brought to the doctor. Here, in an operation chiefly important for its effect on the patient's morale, Ceriani removes the wax with a syringe.



WOES OF YOUTH fill Ceriani's office with noise. Above: he examines stitches in the lacerated hand of a squalling 7-year-old. Below: he uses a rubber tube to remove the mucus which clogs the throat of an infant he has just delivered.



AN ACCIDENT INTERRUPTS HIS LEISURE

Dr. Ceriani's moments of relaxation are rare and brief. Last month, taking a chance that he would not be missed for three hours, he asked two employes of the Denver and Rio Grande to take him out on a railroad gasoline car to Gore Canyon. There he fished alone in the rapids of the Colorado, working expertly over the white water for almost 30 minutes. Suddenly he saw the car coming back up the canyon far ahead of time, and automatically he commenced to dismantle his fishing rod. Ceriani had no feeling of resentment at the quick end of his excursion; he merely stood still waiting for the car to reach him, wondering what had happened and hoping that it was not serious. When the car arrived Chancy Van

Pelt, the town marshal, hopped off and said, "Little girl at the Wheatly ranch got kicked in the head by a horse. Can you come now?"

Lee Marie Wheatly, aged 2½, was already in the hospital when Ceriani arrived. While her parents watched he looked for signs of a skull fracture, stitched up a great gash in her forehead and saw that her left eyeball was collapsed. Then he advised the Wheatlys to take their child to a specialist in Denver for consultation on removal of the eye. When they left Ceriani was haggard and profoundly tired. He did not remember that he had been fishing at all until, on his way out of the emergency room, he saw his rod and creel lying in the corner where he had thrown them.



AT 4:15 two friends start to give fisherman Ceriani a ride to Gore Canyon in a railroad motor car.



AT 5:00 Ceriani begins his day's fishing in the boiling, trout-filled rapids of Colorado River.



AT 6:30 Kremmling's town marshal has come after Ceriani and they start back to take care of an emergency case.



THE CHILD'S PARENTS watch in anguish (left) while Ceriani examines their daughter. The hospital's two nurses, one of whom is on duty in the hospital at

all hours, had tried to check the flow of blood from her forehead and had given her a dose of phenobarbital while Ceriani was on his way back from fishing trip.



HAVING DONE HIS BEST for the child, Ceriani is worn out and tense as he completes the emergency treatment. He has stitched the wound in her forehead so

that she will have only a slight scar, but already knows that nothing can be done to save her eye and tries to think of a way to soften the news for her parents.

HE SETS A BADLY DISLOCATED ELBOW

Young Robert Wiggs had a dislocated left elbow. He had been to a rodeo in nearby Granby, had a few beers and tried to ride a wild horse. When he was brought by his friends to the hospital, he was in great pain and swearing loudly. "Don't tell my mother," he said.

Dr. Ceriani X-rayed the arm. Then, because it was necessary to give Wiggs ether, he questioned him about the beer he had drunk. Wiggs said, "Only a few," and the operation proceeded. The boy's friends and a nurse held him while Ceriani set the joint and made a cast for it (*opposite page*).

As the effects of the ether began to fade, Wiggs began groggily to repeat, "Don't tell my mother." At this Ceriani glanced across the table. There stood Mrs. Wiggs, who had been notified of the accident and had rushed to the hospital in time to hold her son's hand during the last of the operation. Ceriani grinned at her, trying to convey two ideas. One was that her son would be all right. The second was that Ceriani himself was a man who might not long ago have had a few beers and tried to ride a wild horse, and therefore did not think this affair was one of the utmost gravity.



CERIANI HELPS CARRY THE PAINFULLY INJURED BOY INTO THE HOSPITAL



HE PULLS AT THE BOY'S ARM TO BRING THE ELBOW JOINT BACK INTO PLACE

...AND AMPUTATES A GANGRENOUS LEG

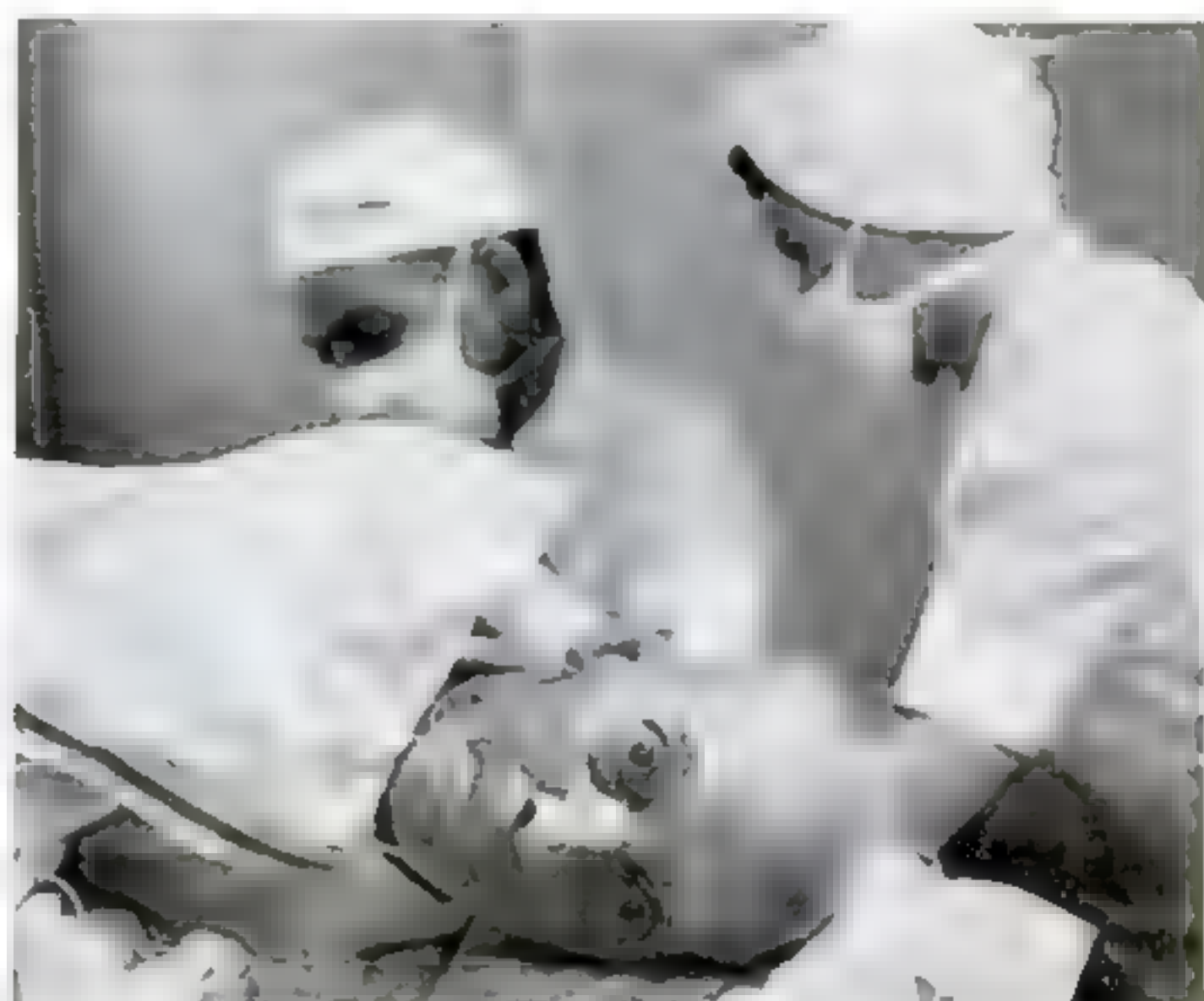
Old Thomas Mitchell had a gangrenous left foot. He was 85, and when he was brought to the basement emergency room three months ago it seemed unlikely that he would live long. But he survived, and when Dr. Ceriani came to tend him he would say, "I want to see the mayor. When is the mayor coming?" as though such a visit would clear up the trouble.

For a long time Dr. Ceriani postponed the inevitable amputation, afraid that the old man could not survive it. Twice he told the nurses, "Tomorrow I will do it," but when tomorrow arrived Mitchell had grown weaker.

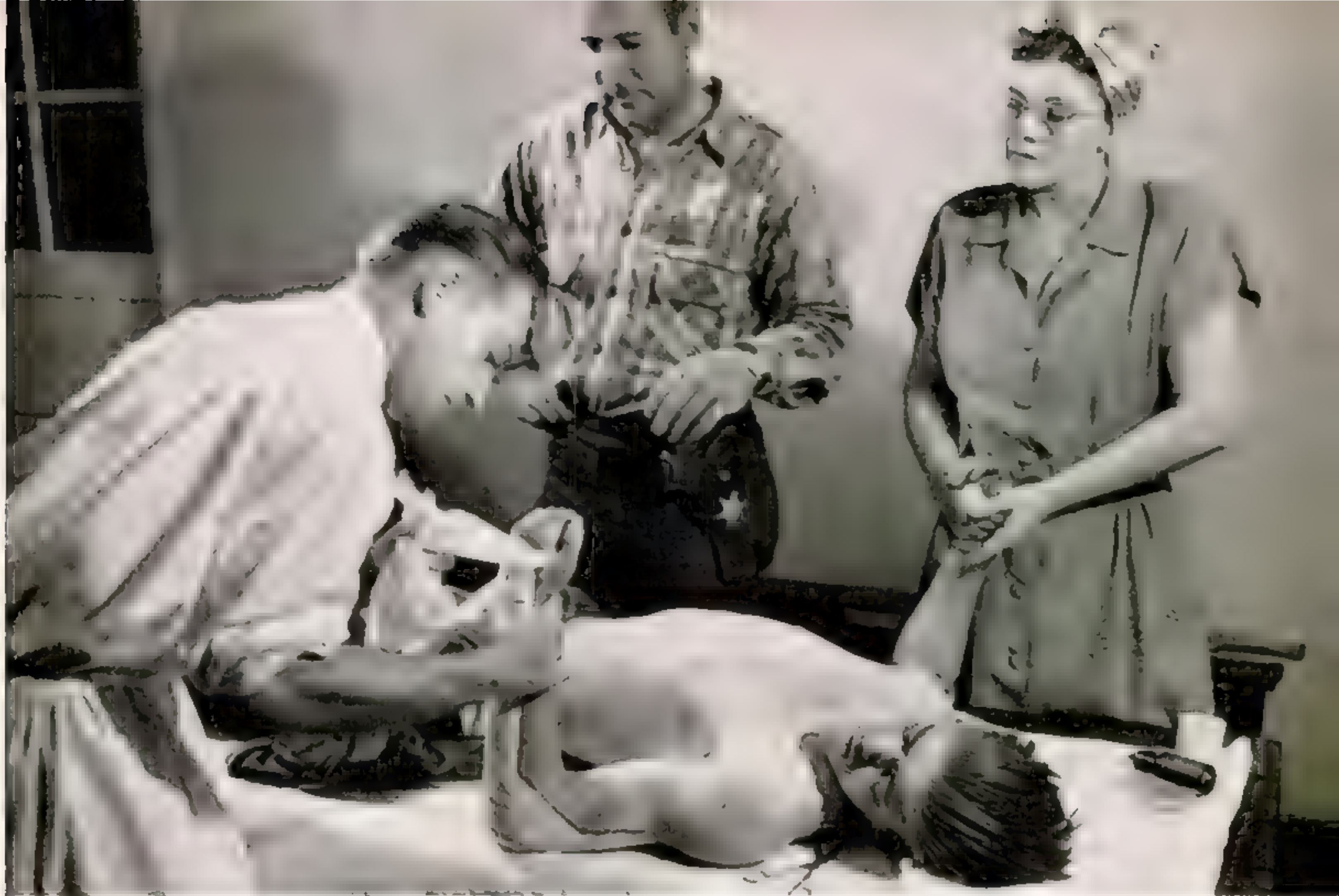
Finally the old man rallied and Ceriani hastily made his preparations. With great gentleness he carried his patient (*opposite page*) up to the operating room, gave him a spinal anesthetic and cut off his left leg below the knee. The old man, conscious but with his vision blocked by a screen, was not aware of what was being done and did not discover that his leg was gone until long after. He continued to say, "My foot hurts," while Dr. Ceriani, busy now with other cases, sighed in relief. Last week the old man was much improved and asking with increased spriteliness to see the mayor.



BEFORE THE AMPUTATION CERIANI CHECKS MITCHELL'S BLOOD PRESSURE



IN THE OPERATING ROOM THE OLD MAN RECEIVES A SPINAL ANESTHETIC



THEN CERIANI APPLIES A CAST WHILE THE HALF-CONSCIOUS BOY MURMURS, "DON'T TELL MY MOTHER," NOT REALIZING HIS MOTHER IS HOLDING HIS HAND

BECAUSE THE HOSPITAL HAS NO ELEVATOR, CERIANI PICKS UP HIS PATIENT IN THE BASEMENT WARD TO CARRY HIM UPSTAIRS TO THE OPERATING ROOM







IN THE KITCHEN, WHILE THE WOMEN WHISPER, CERIANI TELEPHONES THE PRIEST TO TELL HIM THAT THE OLD MAN WILL NOT LIVE THROUGH THE NIGHT

AN OLD MAN DIES AT NIGHT

A few minutes before midnight the people in Joe Jesmer's house called Dr. Ceriani to tell him that Joe was very sick. Ceriani put on a cloth jacket, went over there quickly and found 82-year-old Joe dying after a heart attack. He was still conscious, but in his pain and bewilderment he felt that he was somehow trapped and needed rescuing. He continually said, "Please, please get me out of here."

Ceriani and Chancy Van Pelt got Joe onto a stretcher (opposite page), while Helen Watson, a roomer in Joe's house stood watching quietly and without tears. Ceriani called the priest, asking him to come to the hospital. Chancy and he carried Joe out to the ambulance and drove off. There was nothing Ceriani could do except make Joe comfortable and watch him die. At about 2:30 it happened. He left the hospital then and went home, finding his wife asleep and his own house as quiet as all the rest in town.



AT MIDNIGHT JOE JESMER'S WOMENFOLK STAND SILENTLY AROUND THE DOOR TO SEE HIM TAKEN AWAY

← **IN THE PARLOR** Ceriani tucks a blanket around the dying man before taking him out into the night



THE HOMELY WOODEN BUILDINGS AND WIDE TREELESS STREETS OF KREMMLING STAND ON A 7,000-FOOT PLATEAU BENEATH THE TOWERING ROCKY MOUNTAINS

COMMUNITY ABSORBS MOST OF HIS TIME

Kremmling lies on a 12½-mile-high plateau on the edge of the Rockies. Tourists and transcontinental travelers find the country beautiful, as does Ceriani, who also finds it advisable in bad weather to take chains, blankets, an ax and a can of beans with him on trips to ranches in the hinterland. The town itself consists of about 150 small buildings, including the hospital (*left*), and a few old log cabins. Mrs. Ceriani, who came from rural Colorado, was already familiar with this environment and adjusted easily to it. She faithfully reminds him to send out his bills—which are far lower than those of an urban physician—and has long since grown used to emergencies at all hours and to the sudden collapse of her plans to see a movie or play bridge. She has learned to accept all the problems of her husband's career except one. Even after four years of marriage, she is still unable to reconcile herself to the fact that his time is not his own. She and her two young sons must see him at unpredictable intervals, on special occasions (*left*) or simply fall asleep waiting for him to finish his work.



THE DOCTOR AND FAMILY watch a parade in Kremmling. Ceriani holds 11-month-old Gary, while wife Bernetha steadies 3-year-old Philip on the rail.



THE HOSPITAL, one block away from Ceriani's house, is a neat white wooden building with three separate wards which can accommodate a total of 14 patients.



AFTER MIDNIGHT, after an operation which lasted until 2 a.m., Ceriani has a cup of coffee and cigaret in the hospital kitchen before starting home. The nurses

constantly admonish him to relax and rest, but because they are well aware that he cannot, they keep a potful of fresh coffee simmering for him at all hours.



ou gain new poise when you dress your feet in the luxury of Queen Quality shoes. Here is the pedestal upon which a lovely lady looks even lovelier...so alluringly fashioned...so lasting in value

\$10.95 • \$11.95
Some Styles \$12.95



Priscilla

Queen Quality
SHOES

WRITE DEPT. D FOR FREE JUBILEE STYLE FOLDER

QUEEN QUALITY SHOE CO. • DIV. INTERNATIONAL SHOE CO. • ST. LOUIS, MO.

COUNTRY DOCTOR CONTINUED

GENERAL PRACTICE VS. SPECIALIZATION

The union of a general practitioner and his community is in many ways like marriage: affectionate, difficult and long-lasting. In the case of Dr. Ceriani and the town of Kremmling it began only 17 months ago, although each had long before developed the qualities which appealed to the other. Ceriani commenced to do so when he was a boy.

He was born 32 years ago on a sheep ranch in Wyoming, and there picked up a language readily intelligible to Kremmling's ranchers and cowhands. When he went to Chicago's Loyola School of Medicine he was continually broke, a condition which the ranchers also find easy to understand. Ceriani now recalls taking long walks along Skid Row on Madison Street, where he could always find people more miserable than he, and thus go back encouraged to his textbooks and cadaver.

After graduation from Loyola in 1942 he interned for a year at St. Luke's Hospital in Denver, married a nurse named Bernetha Anderson and entered the Navy. In 1946 he was released and after another year at St. Luke's took a job as a salaried assistant to a prominent surgeon. At first this connection appeared to be eminently desirable. Ceriani had only to be capable—and quiet—for about 15 years and he would have an opportunity to inherit a rich income after the surgeon's retirement. But within two months it became obvious that the arrangement would not work. Ceriani could not manage the proper subservience; often he felt that he could not exercise his own judgment or capacities. He also rebelled against the rigid protocol of specialization, and recoiled from the politics in which many doctors, in order to succeed in a big city, must indulge. Ceriani began to cast about for a way out of his situation and found—as every medical student and young doctor also finds—some unpleasant facts arrayed against him.

The average 1947 net income of independent physicians in all fields of medical practice was \$11,300. Specialists who confine themselves to one field average \$14,442. General practitioners earn \$9,541. Furthermore a specialist's life is usually easier than that of a general practitioner. A case of dermatitis or syphilis may be treated during office hours; stomach-aches and accidents occur at all hours. Frequently specialists can accumulate the equipment required in their field without excessive financial hardship, but most general practitioners, who must be prepared to perform everything from an amputation to a Schick test, never finish purchasing their tools. While Ceriani struggled with these facts, the town of Kremmling struggled with its own problem.

Kremmling's doctor had retired in 1946. In the entire community only Druggist Clifford Bird knew how to give first aid and suggest medicines for common ills. When Kremmling tried to attract a new physician the routine was invariably the same: the candidate drove quickly up and down the main street and promptly got out of town. As its need grew more acute by the month, Kremmling decided to act. A fund-raising committee, headed by the cashier of the town bank, was formed early in 1947. Through outright donations and at back-country auctions, during which a saddle horse sold for \$265 and homemade lunch boxes brought as much as \$45, \$35,000 was secured. With this sum the committee purchased the retired physician's house and turned it into a 14-bed hospital, stocked with as much equipment—some of it war surplus—as could be afforded. Two nurses were hired, who between their professional chores mopped the floors and painted woodwork. Thus Kremmling provided itself with a kind of medical dowry and sat back to wait. The waiting was not long. West from Denver, over the 11,000-foot Berthoud Pass, came Dr. Ceriani and his family.

The union of Ceriani and Kremmling is mutually advantageous and, for one town and one doctor, it solves almost all problems. From time to time Ceriani complains that he needs an assistant, and in one case in 100 he finds that his skill is not enough and must refer his patient to a Denver specialist. However these matters do not deeply disturb him.

But for countless other communities and physicians the problems continue unsolved. Annually the nation's medical schools send a majority of their graduates into specialization. The current of need runs in the opposite direction. Two things can help turn back this current: a reformation on the part of the schools, which as a rule present specialization as a glamorous occupation and general practice as the thankless chore of a drudge, and an effort on the part of small communities to attract general practitioners by following the example of Kremmling.



BY APPOINTMENT PERFUMERS TO H. R. QUEEN MARY, YARDLEY, LONDON



Yardley English Lavender,
\$5.50, \$2.85, \$1.75, plus tax.

Yardley English Lavender Soap, 40c.
Box of three tablets, \$1.20.

*Lighten your day... brighten your
way... the carefree young air
is catching when you're wearing
the gay-hearted fragrance*

YARDLEY *English Lavender.*

Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.

LELAND HAYWARD

In his weird world of headlines and Hollywood, theaters and planes, long-distance phones and the almighty dollar he has been a legend for 20 years

by KEITH MUNROE

AGE cannot wither the Leland Hayward legend; it has been growing for 20 years. Today, as a notably successful Broadway producer and an unorthodox but no less successful airline executive, he is lending more substance to the legend that got started two decades ago when, as a movie agent, he had studio chieftains calling down hell-fire upon him for wrecking the financial structure of the motion picture industry.

Year by year the Hayward legend has blossomed; he always seemed to be in the center of events. He was having a mysterious romance with Katharine Hepburn. He was flying in an air race from Los Angeles to Cleveland. Samuel Goldwyn was offering him a producer's job. He was starting a palacelike flying school for the Army and rapidly expanding it into four flying schools. He was collapsing in his bathroom and being carried away, protesting heroically, to the hospital. He was pursuing Mrs. Howard Hawks to Palm Springs and thence to Honolulu. He was merging his agency with the mammoth Music Corporation of America, shoveling his 300 writer and actor clients into the maw of MCA in the biggest deal of its kind in the history of the entertainment business. He was operating a secret wartime cargo airline. He was being barred from movie studios.

There was always something; and now, with Hayward in his late 40s, things are still popping. There is his feud with Louis B. Mayer. There is *Mister Roberts*, his third gusher on Broadway. Recently, after less than seven months, it passed the million-dollar mark—never has a straight play grossed so much money so fast. There is his Southwest Airways, one of only five airlines in the U.S. to show a profit last year. There are the birth pangs of *Tales of the South Pacific*, his next stage production, for which Rodgers and Hammerstein are writing the music. There are the noisy preparations for producing his first movie since 1926.

Hayward is a thin, fidgety man of rather striking appearance because of his crew haircut, boyish clothes and moccasins—which give him, as one wit has remarked, the aspect of an elderly Yale freshman. His tanned face wears a look of tense enthusiasm when he is with friends, and a blank, washed-out expression when confronting a movie executive.

Hayward's haggard but jaunty mien may be a natural result of his heritage from a genteel New York family and his youth as a nightclub habitué. He is the son of Colonel William Hayward, former U.S. attorney, who commanded the 369th infantry, the Negro troops in World War I. Leland

flunked out of Princeton in 1920, talked his way in again the following January but quit two months later to marry Lola Gibbs, a society beauty and aviatrix.

They were divorced after slightly more than a year of marriage. Thereupon Leland's father stopped his allowance and the young man embarked on a series of odd jobs which eventually landed him in Hollywood as a producer for First National. He rapidly made some 20 feature pictures. "They stunk," he now says. "I had Claudette Colbert in one picture, with Frank Capra directing, and it was so foul that neither of them could get another job in pictures for three years."

Hayward's career as a talent agent began unexpectedly one evening in 1926 when he was relaxing at the Trocadero. The proprietor, one of Hayward's numerous friends in show business, sat down at the table to mourn the lack of patronage. "I'd pay three or four thousand dollars a week," he said, "to get an attraction to pull the crowds in here. Somebody like the Astaires, for instance."

Hayward dropped in at the theater where Fred and Adele Astaire were playing in *Lady, Be Good!* and relayed the Trocadero conversation to them. They signed up for \$4,000, and Hayward collected his \$400 commission each week during the 12 weeks of their engagement at the Trocadero.

Hayward decided that this was the sort of work for which he was best suited. He looked around for more of it. Ben Hecht had written a manuscript called *The Green Ghost*, and somehow Hayward came into possession of it. (Hecht insists to this day that Hayward stole it from his desk.) Hurrying to the Metro-Goldwyn-Mayer story department with the script, Hayward announced that he had "the greatest movie story ever written" with such contagious frenzy that M-G-M bought the script for \$15,000.

Few people have been immune to Hayward's beguilement. One who surrendered early to it was John W. Rumsey, president of the American Play Company, an old established literary agency in New York. Hayward charmed Rumsey into giving him office space and half the commission on any plays or books he might sell to publishers or stage producers (but not to movie producers, whom Rumsey feared and distrusted).

An impressive front

THIS deal was not altogether satisfactory to Hayward—particularly since it provided for no salary—but he managed to have an enjoyable time anyhow. Interior decoration was one of his hobbies; as soon as he moved into the Ameri-



FUN ON A COUCH while talking over movie rules with James Stewart shows importance of this piece of furniture.

can Play Company he began a drastic redecoration of its offices. The walls were covered with lusty photographs of old stage favorites; he took them down and transformed the dignified offices with modern colors. He devised an elaborate electrical network which flashed orange, blue and green lights in the office of his secretary, and installed another to bathe his own office in magenta light whenever there was a phone call, so that he would not be jarred by the telephone bell.

When Rumsey protested the expense of these arrangements, young Hayward explained briskly that they were a necessary investment. "Put up an impressive front, Jack, if you want to make money," he instructed his employer.

Possibly to avoid further ministrations from Hayward, Rumsey reversed his policy on motion-picture dealings and sent Hayward to represent him in Hollywood. The decision proved to be a historic one, because Hayward's arrival in the movie mecca began a reign of terror among studio executives which has permanently affected the economics of the industry.



ture to Hayward's work. When he merged his agency with Music Corporation of America, his new colleagues protested installation of couch on grounds that it would spoil

office decor. Hayward fought for nearly a year, finally committed himself to a hospital and sent word he would give up fight for life if couch were not installed. MCA gave in.

Hayward joined forces with the late Myron Selznick, an embittered man who mortally hated all movie magnates, believing they had conspired to ruin his father, Lewis J. Selznick, whose motion-picture company had collapsed in the early 1920s. Myron was in the process of establishing a talent agency and had lined up a few actors and writers as clients. Hayward had made friends with a number of show people while he was circulating in nightclubs; he cajoled some of them into signing with the American Play Company. Thus reinforced, Hayward and Selznick decided that the movie studios were ripe for plundering.

In those days the big companies had a tacit nonproselyting agreement, similar to the understanding between major-league baseball clubs. No studio would hire actors away from another studio. When a star's contract expired, he had to negotiate a new one with the same company; if he sought bids from other companies, they were not interested. Consequently he either accepted whatever terms his studio deemed adequate or else became a holdout. Some holdouts vanished

from the screen and reappeared years later in bit parts.

Selznick and Hayward decided to break the producers' control. A combination of circumstances gave them their opportunity. The Warner Brothers studio happened to be in difficulties; it had stolen a march on competitors by introducing talking pictures but was handicapped by lack of stars. At the same time Paramount's contracts with William Powell, Kay Francis and Ruth Chatterton were expiring; all three were clients of Selznick and Hayward. Selznick offered the stars to Warners. The temptation was too great to resist. Warners signed them, at double their Paramount salaries.

Boosting the ante

THIS was the signal for every studio in town to begin raiding every other studio. Companies soon were bidding against each other for the same actors and writers. This in itself might not have caused any sharp change in salary scales, for producers are thoughtful bidders who never

top a rival's offer by more than they believe essential. But Hayward and Selznick were constantly stirring up competition and boosting the ante.

Hayward made Samuel Goldwyn pay Ina Claire \$50,000 a picture; this dissatisfied other stars in the Goldwyn stable, and they screamed or sulked until their own contracts were revised upward. Still others like Myrna Loy, Fredric March and Miriam Hopkins discovered that Hayward could get them quadruple or quintuple what they had been earning previously.

Once Hayward rushed into Irving Thalberg's office with Charles MacArthur, who was unemployed and impoverished at the time. "Irving, I want you to meet the greatest writer in America today," Hayward proclaimed.

Thalberg had read some of MacArthur's work and decided that the studio should sign him. "I'll pay \$1,000 a week," he said.

MacArthur reached hurriedly for his fountain pen to sign up. But Hayward rebuked Thalberg coldly, in the manner of a Supreme Court justice, "His price is \$2,500 a week."

LEADING BEAUTY AUTHORITIES SAY

Pure Castile
is the best
Shampoo



Don't scour your hair with soapless synthetics! Let CONTI cleanse it safely and economically.

Laboratory Tests
Prove that Conti...

Rinses Quickly
Sets Better
Holds Waves longer
Has Less Tendency to "Fly"

Why experiment with other shampoos when you know CONTI leaves hair beautiful, lustrous and easy-to-manage?

Conti Never Dries Out The Hair or Scalp



Conti Castile

THE QUALITY SHAMPOO



WATCHES

SINCE

1791

The timely gift that serves faithfully year after year — winning appreciation for its exquisite beauty and true performance.

GIRARD PERREGAUX

17 jewels. (left) 14 Kt. Gold Fined, \$60; (right) 14 Kt. yellow or white Gold, \$71.50

Federal tax included. Sold by selected jewelers.

Girard-Perregaux Watches • 30 Rockefeller Plaza, New York 20 • In Canada: Hamilton, Ontario



LITTLE LELAND, aged 8, gets feel of an airplane while visiting Manila with his father. Bud Mars (right) was flier who owned this Wright Brothers plane.

LELAND HAYWARD CONTINUED

Thalberg laughed as if Hayward had said something funny, then yelled as if bitten by an adder. There ensued a lengthy period of invective by Thalberg, who finally turned to MacArthur and demanded, "Why do you want \$2,500?"

"Because I can't count any higher," he mumbled.

"I'll pay you \$1,250, or the deal is off," snapped the producer.

"Then the deal is off," Hayward said and hustled MacArthur out of the office. The despairing writer, who had manfully obeyed Hayward's advance instructions to stand firm no matter what happened, was contemplating mayhem upon him by the time they reached the gate. But one of Thalberg's men stopped them as they were leaving the lot. Thalberg wanted them to return. The contract was signed at \$2,500. To this day the legend persists that the studios raised a fund of \$3 million to drive Hayward and Selznick out of Hollywood. But the rumor merely added zest to the two malefactors' depredations. They persisted, and prospered. By 1932 they had forced wages so high, and rallied so many stars to their banner, that they decided to form their own agency as partners.

Hayward gave back the American Play Company stock he had purchased, in return for a clear title to his movie clients. Then he opened a New York office which occupied most of two floors in a Madison Avenue skyscraper. His private office had a roof garden, an arrangement of sun lamps, a desk 22 feet long which had once served as a dining board in an Italian monastery, a bathroom with a glass-enclosed shower and a phonograph that played 24 records in succession.

Flying his own plane between this sanctum and his Hollywood headquarters, Hayward within a few years accumulated so many clients that he never met most of them. A tradition grew up that he talked to none of them who earned less than \$3,500 a week; humble \$2,500 people were not admitted to his presence. Even the greatest stars complained that he usually seemed too busy to see them; in the middle of their fiercest battles with their employers he often disappeared and telephoned next morning from New York or Honolulu. Hayward maintained he could debate better with Jack Warner or Louis B. Mayer via long-distance phone than he could in their offices, where there might be interruptions. He sometimes lay for hours on his couch in New York, with two or three telephones on his chest, haggling with Hollywood dignitaries.

Loaves and biscuits

HAYWARD was never too busy to lead an interesting social life. In 1930 he remarried Lola Gibbs, and in 1934 they were divorced again. For a time he was said to be secretly engaged to Katharine Hepburn; when he was ill in a Hartford hospital she visited him daily and her father, a physician, attended him. In 1936 he married Margaret Sullivan, another of his actress clients, in Newport with the practiced ease born of two previous weddings and divorces for each.

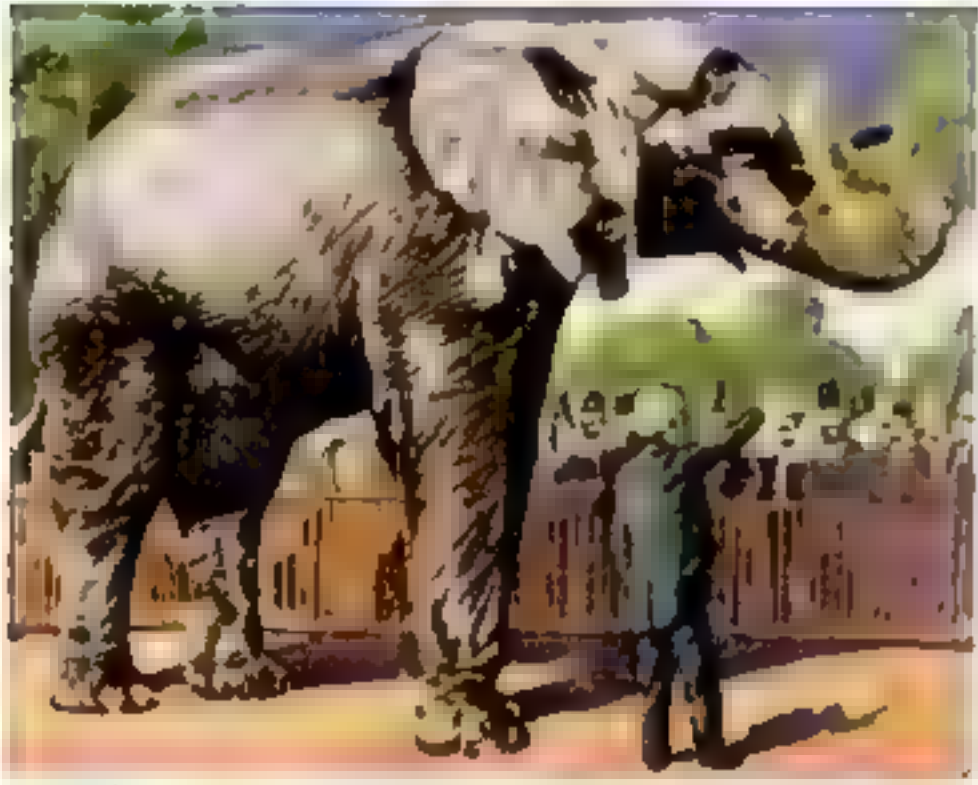
Hayward brought his bride to Hollywood and settled down. He became seriously domestic. Conceiving an interest in breadbaking, he bought dozens of books ranging from methods of wheat cultivation to exotic recipes for loaves and biscuits. He followed all the recipes rigidly, arranging a series of alarm clocks to notify him

CONTINUED ON PAGE 111



Modess *because*

Animal stars that stole the show



1868 Jumbo, 6½ tons of showmanship, was the matinee idol of thousands of kids at the London Zoo when the name Corby's was enjoying its 10th year of renown in Canada. Young Britons wept when Jumbo was spirited away to the U. S. by P. T. Barnum, to live and die as a trouper.



1936 This comical little lady, first giant panda to reach our shores, clowning her way into overnight fame, as the name Corby's entered its 78th year of popularity in Canada. Cuddly panda dolls, inspired by her, replaced the Teddy Bear in many American nurseries.



1938 This gorilla, once a docile house pet, grew up to be one of showdom's most famous villains. Joining the big top in the 80th year of fame for the name Corby's in Canada, he even refused to act sweet to his poor unkissed bride. Despite gentle care, his disposition hasn't improved.



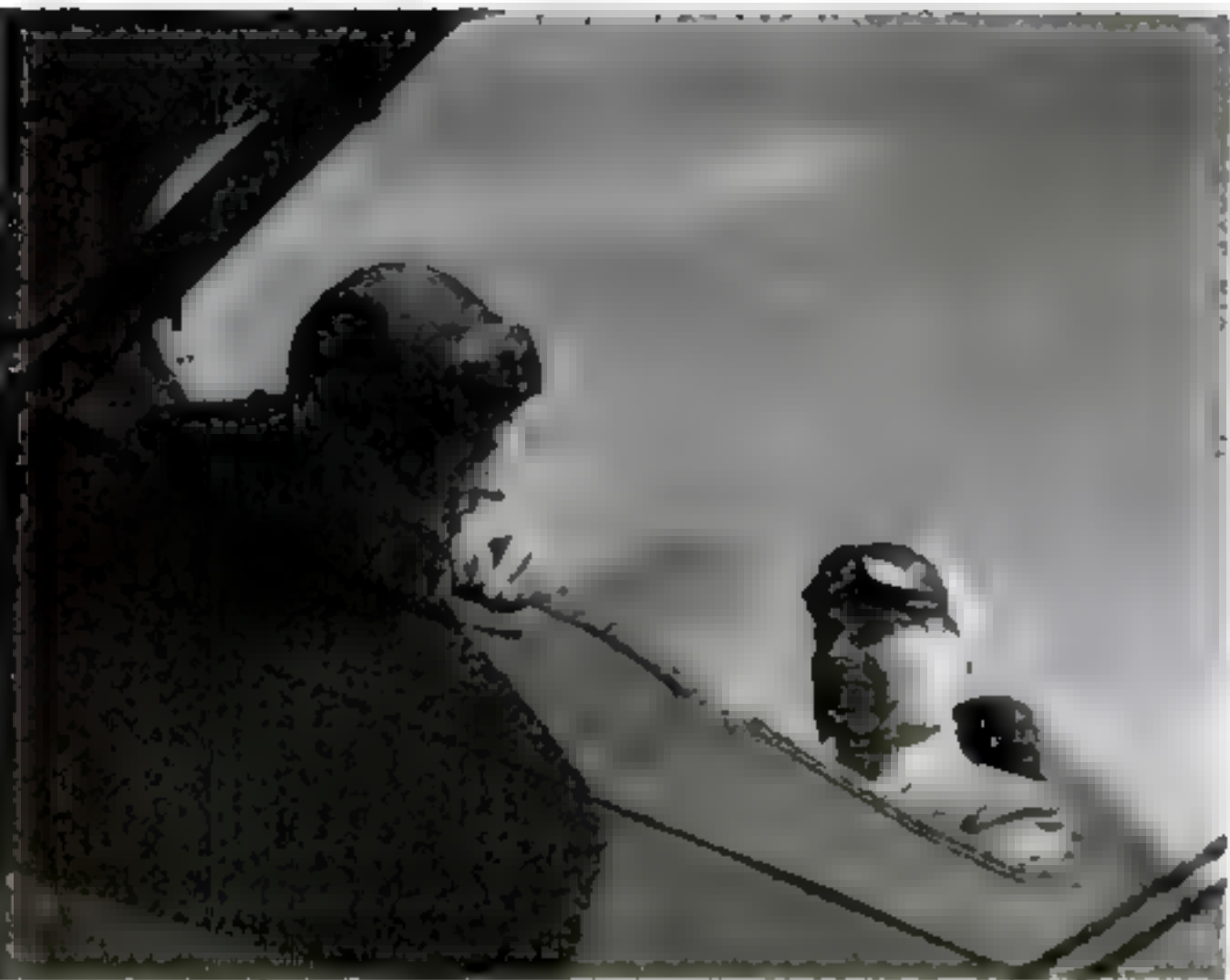
1948 FRANK BUCK, daring talent scout of the jungles, makes a career of tracking animal stars and bringing 'em back alive. Some jungle cat like this may be tomorrow's headliner! Mr. Buck and his fellow explorers discover new stars every year—just as thousands of other Americans discover daily the fine quality of Corby's, the light, sociable whiskey with a grand old Canadian name. Even the price steals the show.

PHOTO BY FRANK BUCK, ESPECIALLY FOR CORBY'S—COLOR PHOTOGRAPH BY VICTOR KAPPLER



CORBY'S... A GRAND OLD CANADIAN NAME

PRODUCED IN U.S.A. under the direct supervision of our expert Canadian blender
86 Proof—68.4% Grain Neutral Spirits—Jas. Barclay & Co. Limited—Peoria, Illinois



PILOT HAYWARD gives lessons to wife (now divorced), Actress Margaret Sullivan. He used to fly own plane regularly across U.S., usually in 17 hours.

LELAND HAYWARD CONTINUED

each moment when the dough should be kneaded or turned or browned. Movie stars grew accustomed to having Hayward interrupt telephone negotiations. "Just a moment while I take my bread out of the oven."

In 1937 Selznick and Hayward dissolved their partnership, each forming his own agency. Hayward took on Nat Deverich as partner and continued to spread hysteria and disaster through the top echelons of Hollywood. He wrung \$130,000 from RKO for *Stage Door*, \$117,500 from Metro-Goldwyn-Mayer for a play called *Excursion* which had failed on Broadway, \$250,000 for something called *Dark Eyes*. Even these deals, in Hayward's opinion, were unjust to the downtrodden authors. He argued that a studio could remake movies from the same story at intervals of a few years, paying the writer nothing beyond the original price. *Show Boat*, for example, was made into several pictures from which Edna Ferber got nothing.

So Hayward shocked studio executives with another new idea. Shortly before *Saratoga Trunk* was published (but after its galley proofs had whetted producers' appetites) he sent identical telegrams to the major studios announcing that the book was not for sale at any price but could be leased for seven years by whichever studio first agreed to pay \$175,000. He stipulated that the buyer could make the picture only once in the seven years.

The company bosses screamed as if stabbed to the heart, but within an hour after the telegrams went out Warners had agreed to the terms. Having established the precedent, Hayward tried to

CONTINUED ON NEXT PAGE



FATHER HAYWARD poses proudly atop New York's Empire State Building with his children Bridget (left), Brooke and Bill. Their mother is Miss Sullivan.

DOG-GONE WONDERFUL Walk-Over Mudbounds



Handsome and head-turning as a Great Dane ...



Husky as a Husky. They're built for any weather (including bad) ...



Friendly as a puppy. These wonderful Walk-Overs never bite your feet—need no breaking in ...



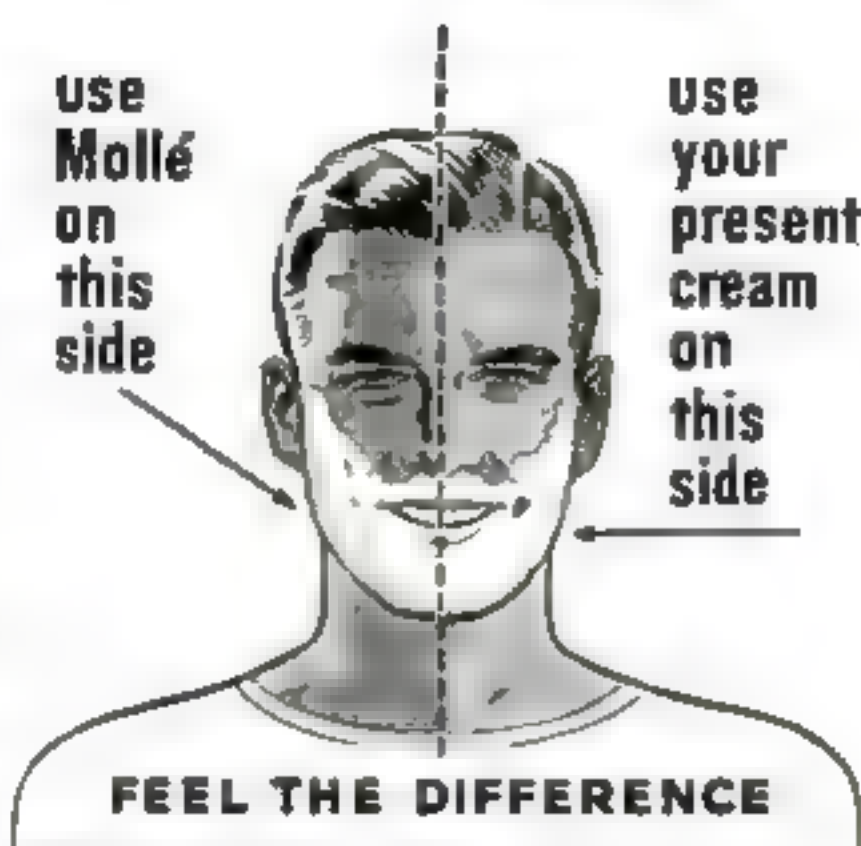
(top to bottom)
 MAJOR—wine campus grain.
 BROADMOOR—wine alaskan grain.
 MAJOR—bridle tan, glen scotch grain.
 Rope stitching and heavy oiled soles.
 Walk-Over prices from \$12.95
 Geo. E. Keith Company, Brockton 63, Mass.



"WEEK-END TEST" proves: Cleaner shaves... quicker!

Don't just guess what gives you the best shave — make this Mollé "Week-end Test."

1. Let your beard grow during the week end.
2. Monday morning, when your whiskers are at their longest and toughest, put your present cream on half your face.
3. Put Mollé, the heavier brushless cream, on the other half of your face. Spread it *thin*!
4. Go over your face JUST ONCE with your razor... and feel the difference.



Double your money back...



THE HEAVIER BRUSHLESS CREAM

...if Mollé does not give you the best shave you ever had in your life. Get a tube today.

If this test does not convince you, just mail us back the Mollé tube. Address, Box 49, New York 8, N. Y.

SCHOOL OR PLAY

The warm, strong, practical School Back Jacket in rich, boldly checkered wool has a huge and handy button-flap pocket across the back. The plaid, zippered, knitted bottom pocket is of brushed wool. Each \$7.95. Chippers, the famous long pants, \$5.95 to \$7.95. Sizes 4 to 12.

At Notable Stores Everywhere.

Write for Name

B. SCHWARTZ & CO., INC.
1107 BROADWAY, NEW YORK



EXECUTIVE HAYWARD inspects door with built-in ladder on Southwest Airways plane, an important part of his plan for quick airport turn-arounds.

LELAND HAYWARD CONTINUED

follow it with the same sort of rental deal for *A Tree Grows in Brooklyn*. This time he tightened the screws a little more. "The bidding will open at \$175,000," he announced, "but whoever offers the highest price by 4 p.m. will get the lease."

The deadline came and went, and nobody made any bids whatever. The magnates had phoned each other and agreed to present a united front. Next day Darryl Zanuck called. "No more nonsense about leases, Leland," he said. "I'll buy *Tree* outright for fifty thousand."

Hayward sneered and hung up. "Wait till the book is published and the critics start raving," he told Betty Smith, the author. "Hollywood will beg to lease it."

But Miss Smith wasn't willing to gamble on favorable reviews. She insisted on selling immediately, for whatever she could get. Hayward sold Zanuck the novel for \$55,000 and has never since been able to make much headway with his leasing proposition, though he still tries it occasionally.

Any simple deal seems dull to Hayward, no matter how high the prices. He can only function well when the negotiations are fierce, confused and dramatic. He got Edna Ferber for a client by selling *Cimarron* to RKO for \$110,000 without mentioning it to Miss Ferber or even making her acquaintance. When she later learned that a stranger had sold her book and taken \$11,000 of the money, she demanded a refund. He dropped around at her house, however, and in a few minutes the two were sipping tea together and chatting like old friends. He has been Miss Ferber's agent ever since.

His hardest bargain

HAYWARD can bargain most brutally on behalf of scripts he personally may never have read and actors he has never seen (although he is briefed on them by his staff), since he can then give his imagination free rein in discussing their merits. When several companies inquired about an obscure stage actor named Gregory Peck, whom he had never seen, Hayward drove the hardest bargain in Hollywood history before allowing Peck's services to be shared among four studios for staggering sums. The Peck deal, incidentally, marked the beginning of Hayward's reverberating vendetta with Louis B. Mayer.

Mayer, the most powerful studio head in Hollywood and therefore the topmost figure in the movie oligarchy which Hayward loved to torment, felt entitled to an exclusive contract for Peck's services. When he did not get it, he ordered Hayward barred from M-G-M premises. Hayward in return incited Jimmie Stewart to rebellion against Mayer. Stewart, upon returning from Army service,

CONTINUED ON PAGE 124



You are his world—your loving care means so much to his daily comfort.

His thinner baby skin needs your gentlest care



You pat him gently dry with his own special soft towel. You wouldn't dream of using a grownup's "rough" bath towel on that tender skin. His baby skin really is much thinner and more sensitive than yours. Recent studies show it would chafe more easily, "rub off" sooner. How trustingly your baby looks to you to give his tender skin your gentlest care.



It's a labor of love to see that he is kept comfortably dry, that his diapers are rinsed of every last speck of irritating soap. Be careful too, to choose only a soft, fine bathroom tissue. Look for 3 important "tender skin" qualities. Feather softness that never chafes. Instant absorbency for cleanest cleansing. Just enough strength to prevent shredding.



More mothers every day are finding this ideal combination of "tender skin" qualities in ScotTissue. You can trust ScotTissue in caring for your baby's thinner skin. Up to 6 months, try cushioning his diapers with 20 or more sheets of fluffed-up ScotTissue. Just flush away the soiled tissue. It's pleasanter for baby—easier for you.

Trade Mark "ScotTissue" Reg. U. S. Pat. Off.

ScotTissue is soft as old linen

SPYING SPOUSE
Caught red-handed!
So that's where
my groceries go!

"SNACK SNEAKER"
Yes, m'love—
Especially your
Mustard-with-Horseradish!



EXCITING MUSTARD DISCOVERY— Best Foods Mustard with Horseradish

If you like fine mustard, this is for you!
A tangy, tasty mustard—plus a
tantalizing dash of horseradish—blended
with all the skill and finesse you'd expect of
Best Foods! Whenever the recipe calls for
mustard, you'll do *better* with Best Foods
Mustard-with-Horseradish. Get a jar—today!

MADE BY THE MAKERS OF HELLMANN'S
AND BEST FOODS REAL MAYONNAISE



Style arch



those wonderful shoes with the springy
Pillo-Tred sole—only 6.95

casuals 5.95 — platforms 7.95



Sizes 3½ to 11, AAA to EEE. At stores that believe that comfort shoes
should look pretty, fit well, wear well and cost you surprisingly little.
For store near you, write Dept. 2B, Roth, Rauh & Heckel, Inc., Ripley,
Ohio. *Reg. U. S. Pat. Off.



TALENT AGENT HAYWARD gazes at Music Corporation of America's of
fice in Hollywood. He merged his agency with MCA, became vice president

LELAND HAYWARD CONTINUED

declared that his contract with M-G-M was finished; his years in
the Army, he said, must be counted as part of his stint for Metro.

This principle, if valid, would set free many of the male stars
who had been in service. Mayer called in Stewart for a gentle,
fatherly talk. Stewart, stiffened in advance by Hayward, stood pat.
Mayer's face grew red and he hammered the arms of his chair,
but Stewart was unshaken. Although Mayer threatened to sue, he
never did so. Stewart went free—and other actors all over Holly-
wood were likewise enabled to escape from bondage and drive bet-
ter bargains. Since then, Mayer speaks of Hayward only in terms of
revilement.

Hayward began to drift away from the agency business in 1940.
When the "arsenal of democracy" defense program was launched
that year, he raised \$30,000 from Stewart, Henry Fonda, Cary
Grant and other air-minded clients and bought a small civilian
flying school at Phoenix. Securing an Army contract to train cadet
pilots, he expanded the school in 90 days into the majestic estab-
lishment known as Thunderbird Field. With Hayward either watch-
ing personally or telephoning daily from New York or Hollywood,
his employes plowed out the cactus and rattlesnakes from a one-
mile desert tract and built an Air Corps training center with
tomato red barracks, a mustard yellow observation tower, tennis
courts, olive orchards and murals by Millard Sheets. Even the
trash cans were painted two tones to match the buildings; the
cadets' quarters had specially designed bleached mahogany furni-
ture; the kitchens were supervised by the chief steward of the Los
Angeles Biltmore.

At Thunderbird's first graduation ceremony, movie starlets
trailed the Army's inspecting officers; Hayward gave each graduate
a silver wrist tag; stockholder Brian Aherne flew in for the exer-
cises, and stockholder Hoagy Carmichael thumped the piano in the
canteen.

Hollywood victory garden

SOON the British wanted a Hayward-run training center too. So
he borrowed \$200,000 from the British government, still more
from friends and slapped up Falcon Field near Thunderbird. Next,
to handle the U.S. Army's expanding pilot program, he built
Thunderbird II. To haul high-priority military cargo he started an
airline to 22 Army bases over a secret Pacific Coast route. Soon he
was training Chinese army pilots too, and eventually pilots from
27 countries.

None of these operations proved profitable. By 1941 Hayward
owed \$1,200,000 in notes. However the Army soon decided that
such schools were too risky for private capital and got the Defense
Plant Corporation to buy them for their net cost price. Hayward's
staff continued to run them and he collected a straight fee per
cadet-hour flown.

CONTINUED ON PAGE 139



"I was curious..."



"I tasted it..."



Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"



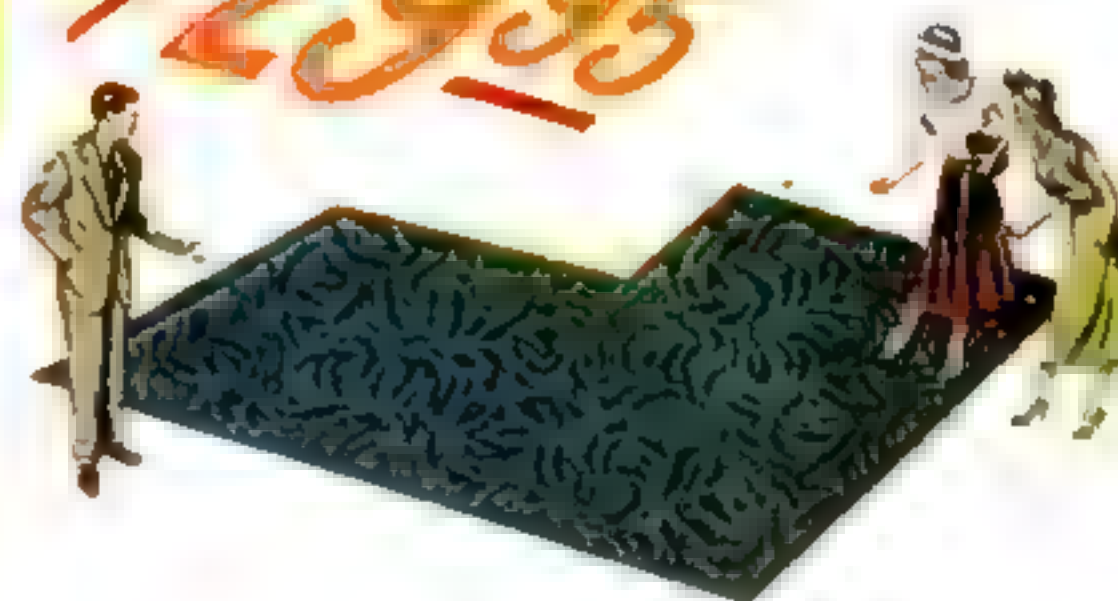


*Here's one price tag
that's a nice tag!*

NEW

GLAMORUG

Only \$29.95



**Rich All-Wool Face!
Big 9' x 12' Size!**

PICK UP those plans for buying lovely new rugs—right where the high cost of living made you drop them!

New Glamorug's your answer! What a bargain! A handsome rug—with a soft-to-step-on wool face. Looks and feels like a woven rug. And only \$29.95 for the generous 9' x 12' size!

Retire your shabby rugs! Cover barn-bare floors! Most women buy two or three Glamorugs at a swoop—for living room, dining room, bedroom, children's room! You'll want several too. See your Glamorug dealer!

Only Glamorug offers all these wonder-buy features!

Expensive-looking patterns—luscious colors! Choose your Glamorug from 3 luxurious patterns that you'd expect to find only in rugs with the fanciest price tags. New color combinations—all decorators' dreams for smartness!

Built-in cushion effect! See how springy Glamorug feels! Constructed on a cushiony base of 100% imported jute. No rug cushion needed! Special plastic back locks in the fibers—assures you of longer wear. Glamorug lies flat and smooth on your floor!

Glamorug is wear-tested! 103,658 factory workers wear-tested a Glamorug—walking over it in all weather. After wet-shampooing, Glamorug was still lovely-looking. No worn-through spots. Colors resisted fading. All of which promises you plenty of wear.

Free color folder! Write for free descriptive folder that shows all the smart Glamorug patterns and colors—suggests many uses. Address Glamorug, Dept. G-1, 136 Madison Ave., New York 16, N. Y.



Hayward simultaneously made another contribution to the war effort by personally raising a victory garden on a large lot next to his home in Hollywood. Each dawn he roused Margaret Sullivan and they spaded, fertilized and reaped before breakfast. He also grew tomatoes in a window box in his bedroom.

Before the war ended Hayward began producing plays. *A Bell for Adano*, *State of the Union* and now *Mister Roberts* have kept intact his unique record of putting nothing but hits on Broadway. He produced a fourth drama, *Portrait in Black*, and nursed it through the out-of-town tryouts only to kill it one week before it was scheduled to open on Broadway. He thereby threw away at least \$50,000. A preproduction deal with a movie studio guaranteed him this payment if the play ran three weeks in New York. It would have been simple to keep the play running that long, but Hayward refused to let it open because he felt it was not a good play. His judgment has since been confirmed; *Portrait in Black* was produced by other impresarios in New York and London and closed quickly in both cities.

Hayward's judgment of movies is not always so accurate. He urged Helen Hayes to make *Night Flight* and begged Katharine Hepburn not to appear in *Morning Glory*. *Night Flight* was a flop and *Morning Glory* won an Academy Award for Miss Hepburn.

Movie-star clients, who pay him large sums weekly for service, are alternately convulsed with wrath by his failure to serve them and melted into forgiveness by his engaging ways. Judy Garland stormed into his office several times, determined to sever relations with him, and each time emerged in a happy daze, still his client. Finally she wrote him a letter dismissing him and admitting that she had to do the deed by mail since she could never bring herself to it when face to face. Olivia De Havilland was another star who had to use the mails to break off with him.

However, most cinema people still respect his judgment. Samuel Goldwyn, after 20 years of battling with him, said this month, "Leland is a fine judge of writers and actors. Many times he has thumped my desk and said, 'Sam, So-and-So is a great writer. You ought to sign him. He's not under contract to me but sign him anyway.' That is the kind of artist Leland is."

"A stinking idea"

SOMETIMES his artistic conscience leads Hayward into strange contradictions. Once he charged into Producer Joe Nolan's office at RKO, brandishing a screen play called *Weekend for Three*. "I understand you've assigned Ginger Rogers to this piece of tripe," he snapped. "It's all wrong for her."

"But Leland, you like the story, don't you?" Nolan protested. "Good God, no! It's a stinking idea to begin with, and it's atrociously written besides."

"But Leland, you sold us this story for Ginger—and you sold us the two writers to do the screen treatment."

When this sort of thing happens Hayward rushes off to New York and busies himself with his stage plays. He can become happily entangled in the most minute details of production. He spent days debating with a hairdresser over the coiffure of one of the actresses in *State of the Union*. He insisted the backdrop for *A Bell for Adano* be repainted to improve certain minor features. The grandeur of Hayward's ideas is such that his employees often have to restrain him or simply disobey him. When the reviews of *A Bell for Adano* appeared he wanted them reproduced on a gigantic enough scale to cover the outside walls of the theater.

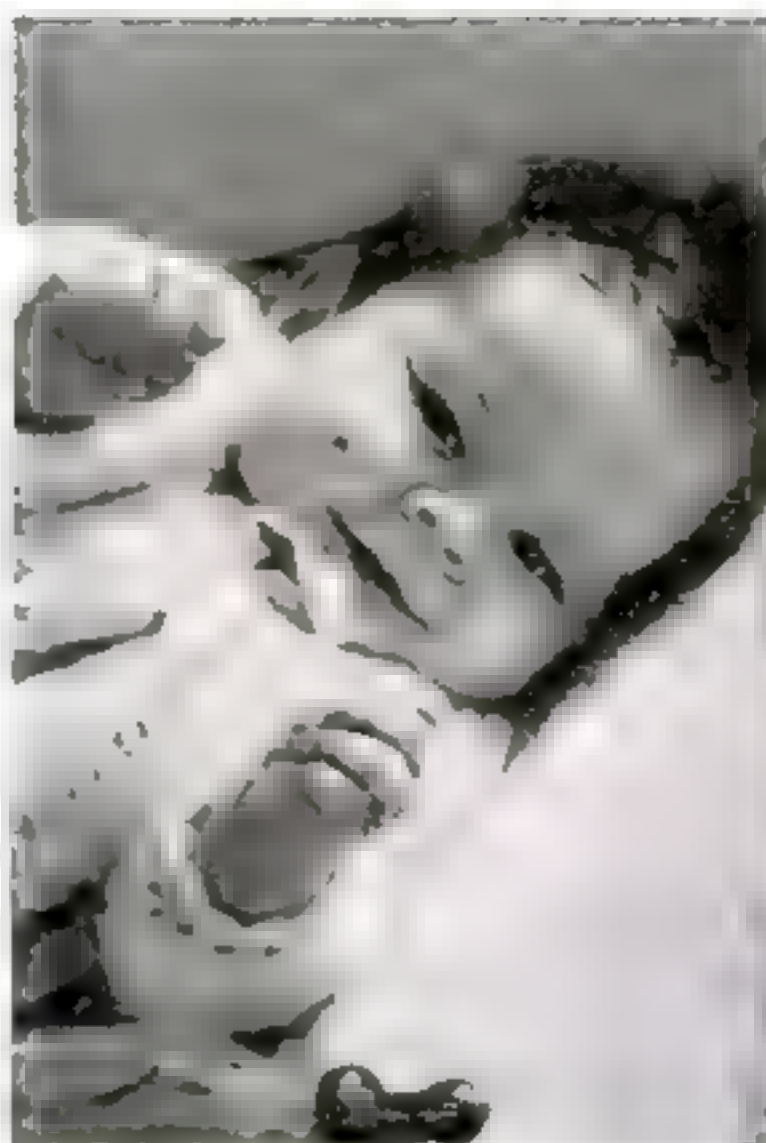
Trans World Airlines also felt the Hayward touch when he was a member of its board of directors. He hired Dave Chasen, famous Hollywood restaurateur, to provide better meals on the airliners, and changed the stewardesses' uniforms to new, more tasteful shades.

When Hayward left the TWA board to organize Southwest Airways, of which he is now board chairman, he was warned by Jack Frye (then president of TWA) that Southwest could never succeed. The Southwest plan was to provide daily airliners for short trips between small towns, as if they were buses or commuters' trains. Its route was to run from Los Angeles through San Francisco to Medford, Ore., stopping at minor communities on an average of once every 50 miles.

Trunk-airline spokesmen who opposed Southwest's application at a Civil Aeronautics Board hearing insisted that Hayward was living in a dream world if he thought he could find enough airline riders in small towns to justify daily schedules. Furthermore, they said, no airline could load and unload in less than 15 minutes; Southwest's eight stops between Los Angeles and San Francisco would actually slow it down to bus-line speed.

CONTINUED ON NEXT PAGE

From test baby to honor student in 14 short years



1. GOOD START. September 1934 was 3-month-old Priscilla Skewis' lucky month. She was chosen to be one of Clapp's very special test babies—to prove that babies thrive on Clapp's Baby Foods. Her first solid food was Clapp's Baby Cereal—full of iron and all that's good for babies.



2. FLYING COLORS. At 6 months, when so many babies lag behind, bony Priscilla is her mother's pride and joy. Fed Clapp's Baby Foods, she has doubled her weight—as she should. From her eager face you can see that she needs no coaxing at mealtime. She loves Clapp's taste!



3. BIRTHDAY AHEAD. At 9½ months, Priscilla weighs 21 healthy pounds—and she is 5 inches taller than in the last picture! Her flesh is firm, her body straight—thanks to the help of Clapp's Baby Foods. Her mother says: "I'm so grateful to Clapp's!"



4. HONOR STUDENT. 14-year-old Priscilla has kept the promise of her happy, healthy babyhood. She is class president and honor student. Her hobby: Coin and stamp collecting. P.S. to mothers. Don't wait another day to start your baby on Clapp's. You'll always be glad you did it!

CLAPP'S BABY FOODS

THE FIRST BABY FOODS

Product of American Home Foods

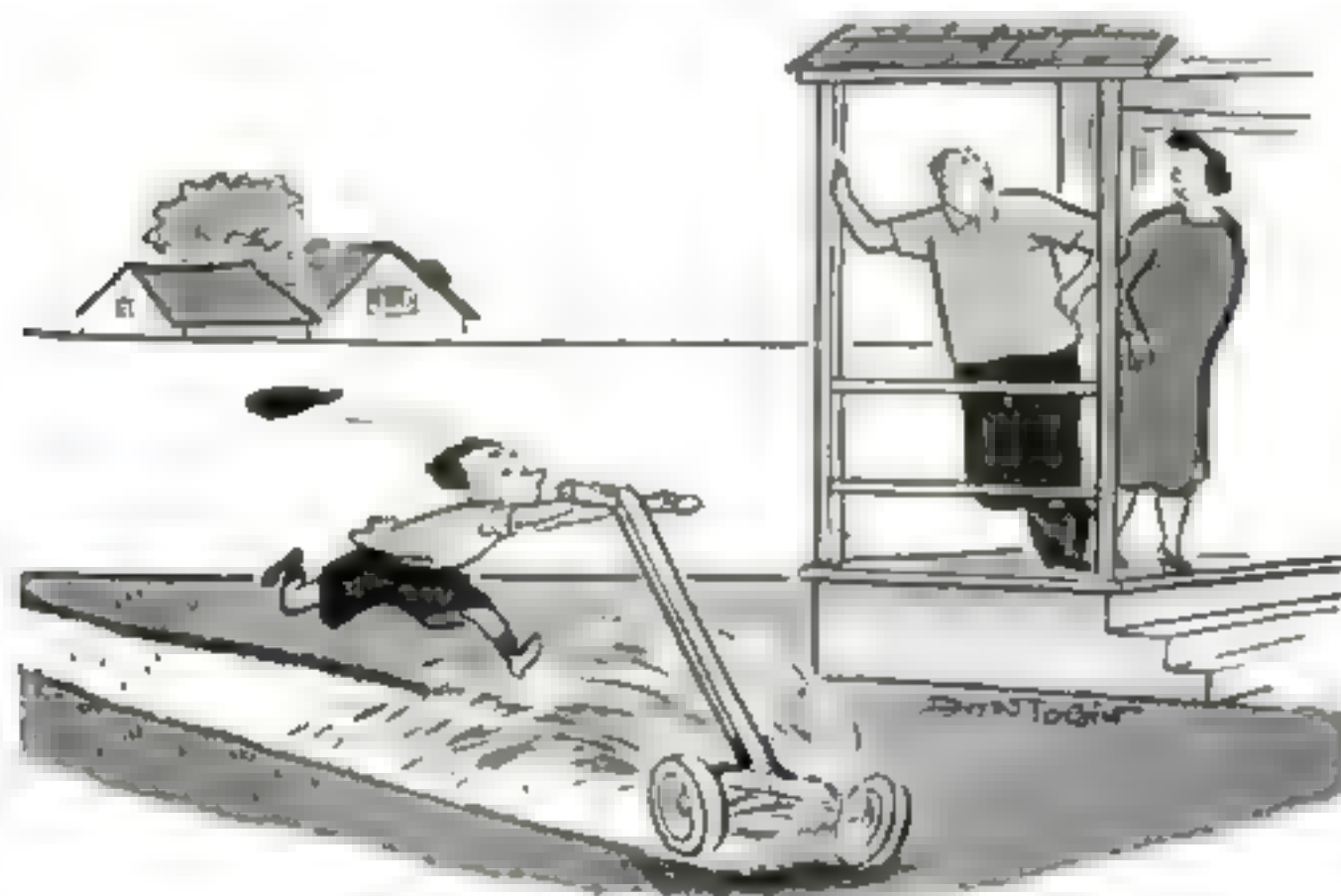


BESTFORM

*no finer fit
at any price*

**to give you a
smooth figure...**

Bestform's whisper-light
all nylon giraffe. Side-Talon zipper,
wonderful nylon elastic panels
for sleek lines. Style 5162—14"
sizes 25-32. Style 5602—16" sizes
26-32. Nude, white, blue, black, \$5.95.
Matching nylon bra \$1.50.



"We don't need a power-mower as long as we have Wheaties in the house!"

Famous power-hitters who are long-
while Wheaties eaters: Kiner, Mize,
Stephens, Henrich, Musial...many more!
Lots of baseball big leaguers call these

100% whole wheat flakes their favorite
training dish, with milk and fruit. He-
man nourishment for you! Had your
Wheaties? "Breakfast of Champions!"



PRESIDENT HAYWARD, of wartime Thunderbird flying school, wound
up with cadets of 27 nations, including those of Chinese General Mow (above).

LELAND HAYWARD CONTINUED

But Hayward had lined up two smart pioneering airmen to man-
age his line: John H. Connelly, an oldtime test pilot and airplane
salesman who had been in charge of Hayward's war training schools,
and James G. Ray, a combat pilot in World War I and early-day
airline executive who was nationally known as an authority on short-
haul air transport. When Southwest finally began flying its route in
December 1946, the three men had evolved a system that put its
planes into and out of an airport in 90 seconds flat.

A Southwest pilot spot-lands with aircraft-carrier precision, so
his landing roll will be completed exactly where he turns off for the
passenger-loading area. Rolling up to the gate he hits the chocks
and cuts only the inboard engine. The cabin door, specially designed
by Hayward and/or his employees, folds outward and downward and
becomes a staircase. Passengers, already herded to the door by the
male purser, pick their own luggage out of the racks and alight as
soon as the door is lowered. Oncoming passengers step aboard while
the station agent hustles the load of mail and cargo; as the door
closes the purser pushes a buzzer like a streetcar conductor jin-
gling his bell and the pilot taxis out, testing his engines during the
taxi run. Sometimes the whole operation takes only one minute.
In flight the plane makes no effort to climb but hedgehops from
airport to airport, often at the base of the overcast.

There are clear traces of the Hayward theatrics in Southwest
Airways. To enliven the tedium of air travel, loudspeakers have
been installed on all the planes to bring the passengers a running
commentary from the pilot on the scenic beauties of the route, or
to relay the cryptic talk from airport control towers. A highly col-
ored map of Southwest's route decorates the interior of each
plane.

Hayward's predictions of the potential passengers in small towns,
at which critics had guffawed, turned out to be underestimates. A
town like tiny Yreka, population 2,485, buys six or eight tickets
a day. At one small city where a major airline sold only 10 tickets
daily, Southwest books an additional 25 a day. This interurban air-
line has demonstrated that small towns were starved for air trans-
portation; its figures prove that people in towns of 10,000 buy 20
times as many airline seats per 1,000 of population as people in
Los Angeles.

Hayward's employees, despite the constant strain, seem to feel a
sort of grumbling pleasure in working for him. Three years ago one of
the girls in his office told him that another firm had offered to double
her salary. "Darling, I can't do without you," Hayward protested.
"I worship the ground you walk on. Stay here, and you'll soon be
making much more than that other fraud says he'll pay." She stayed
with Hayward and still gets the same salary she got three years ago.

Fascinated by gadgets

ANOTHER girl left the employ of a movie producer to join Hay-
ward's office. The producer told Hayward, "She'll come back to
me any time I whistle." Hayward pulled out his checkbook and
began writing.

"Here's a check for \$10,000," he offered, "that says she'll stay
with me." The producer declined the wager.

Mildred Barker, his secretary in Hollywood, has learned to start

Remember!
Take
Ice Cream
Home

AMERICAN DAIRY ASSOCIATION
Chicago 6, Illinois

STAND UP

to CLEAN and WAX floors
with the
BRUCE DOOZIT
and wax-rich
BRUCE FLOOR CLEANER

CONTINUED ON PAGE 142



“**Y**ou can't hurry my whiskey
any more than you can hurry
this tree”

said *James Crow*

There's no substitute for time in mellowing a whiskey like Old Crow. That was true a hundred years ago, according to Colonel James Crow, who founded this great Kentucky brand, and it is true today. Now, more than ever, “those in the know” ask for Old Crow!

THOSE IN THE KNOW ~ ASK FOR

OLD CROW

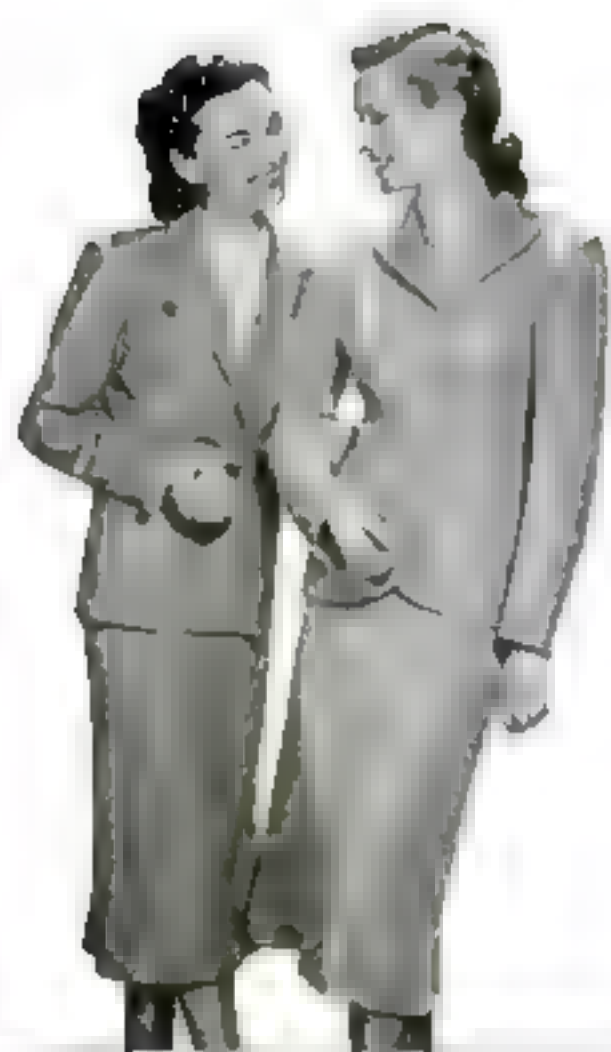
A Truly Great Name

AMONG
AMERICA'S GREAT
WHISKIES



KENTUCKY STRAIGHT

BOURBON WHISKEY



a Red-Head tells a Blonde the Facts about Tampax

Alert to all things modern, this young citizen-top has something to say on the subject of Tampax for monthly sanitary protection.

RED-HEAD: Isn't Tampax marvelous—the way it takes the place of the whole belt-pin-pad contraption? Do you use it?

BLONDE: I've been thinking very seriously about it and wondering whether I should.

RED-HEAD: Millions of women use Tampax and are you any different from them?

BLONDE: Tampax must be good to be so well liked. I'm converted.

RED-HEAD: You'll be surprised at how FREE it makes you feel and how much it improves your morale at such times!

Tampax is worn internally and absorbs internally. Invented by a doctor, Tampax is made of surgical cotton compressed in applicators. In place, it is invisible and unfelt. No belts, pins or external pads. No bulges or ridges under dresses. Quick to change. No odor. No chafing. Easy disposal. . . . Three sizes (Regular, Super, Junior) at drug and notion counters. Month's supply fits into purse. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising by
the Journal of the American Medical Association

TAMPAX INCORPORATED
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name _____

Address _____

City _____ State _____

LELAND HAYWARD CONTINUED

taking dictation as she hastens through the door of his office and is accustomed to making three sets of airline reservations for him whenever he leaves town, since he always changes plans at least twice. She has stayed with him for 17 years. "No matter how tired I feel, I always get a lift when Mr. Hayward comes in," she says. "He's so excited that I feel excited too."

Hayward is fascinated by new gadgets. He fell in love with a combination wristwatch and alarm clock until its bell began ringing loudly when he was attending a Broadway first night. His personal friends are always receiving all sorts of bizarre gifts from him at odd moments. When he heard of a razor which oscillated as it shaved, he gave his employees no rest until they had procured one for him and one for each of his close friends. "I could only shave with it in an earthquake," Russel Crouse complained.

Even simple equipment sometimes entrances Hayward. Since the beginning of his career he has kept a yardstick in his office, not for measuring purposes but for gesturing, brandishing and balancing during conversations. He has worn out five of these yardsticks and is now busy on his sixth. Whenever it is misplaced his secretary must suspend all other operations until she finds it for him. Hayward's semaphore work with the yardstick is said to have given Darryl Zanuck the inspiration for using a polo mallet in his own office.

Of all gadgets, the one for which Hayward has the most abiding love is the telephone. As soon as he found that telephones could be plugged in at a restaurant table he began spending most of his dinner hour making transcontinental calls. Discovering later that he could contact people on ocean liners, he never let an acquaintance make a sea voyage without phoning. David Selznick, the first Hollywood notable to install a phone in his automobile, now gets incessant calls from Hayward. Once he phoned his New York office from the bathtub of his Hollywood home. "I got lonesome and wanted somebody to talk to," he explained. Southwest Airways station agents and ticket clerks in the far fastnesses of Oregon and California are not surprised if Hayward phones them to ask how business is that day.

Hayward's use of the phone is probably one of the reasons for his dazzling business success. It enables him to be virtually omnipresent and omniscient. When Hayward asks, "What do you know?" it is not merely a courteous greeting but the beginning of a cross-examination. "Where have you been today?" he demands. "Who were you with? What did you talk about? Who else was there? What did they say? What are you doing tomorrow?" By constantly pumping his acquaintances, Hayward keeps himself in possession of every scrap of information pertinent to his enterprises. If the *Mister Roberts* costumes are sent out for cleaning, or airline ticket sales are off in Ukiah or Samuel Taylor has written a new short story that might make a good movie, Hayward knows about it.

Phone call to Cuba

ONCE Josh Logan, the playwright-director, left for a tiny town in Cuba, keeping his destination secret so that he could get a complete rest. The village had only one telephone, in a grocery store in the public square. Before Logan had been in town 48 hours the telephone rang and the grocer hurried out to summon Logan.

"That can be only one man on earth—Leland Hayward," Logan guessed. It was.

Howard Lindsay and Russel Crouse, the playwriting team, delight in testing this omniscience of Hayward's. Whenever they feel that he is neglecting them they ostentatiously go to lunch with some rival agent. Almost invariably Hayward phones within 24 hours to invite them to lunch. Lindsay and Crouse make him particularly uneasy because they have always refused to sign a contract with him. "We call ourselves his common-law clients," Crouse says. "We find this relationship keeps him more alert. I've never forgotten my first meeting with Leland, when I was a struggling newspaperman. A friend introduced me to him and Leland offered to get me a job in Hollywood."

"How would \$750 a week be, to start?" he asked me. I gulped and told him I thought I could struggle along on it. "All right, go home and pack your bag," he told me. "I'll phone and tell you what plane to take and whom you'll be working for."

"I packed my bag and sat by the telephone for a week. I never heard from Leland, though. When I met him on the street a few weeks later, he barely recognized me. . . . His memory wasn't much better even after I became a playwright and a client. Lindsay and I once gave a party for him and all his clients in Hollywood. "Who are all these strangers?" he asked us when he arrived. We

Your Shoes are Showing!



Embarrassing, isn't it?

YOU NEED SHINOLA



- 1 Neat-looking shoes are an important part of good grooming
- 2 Shinola's scientific combination of oily waxes helps keep shoes flexible—and new looking longer
- 3 Shinola is easy to apply and economical to buy. You'll find it PAYS TO KEEP 'EM SHINING WITH SHINOLA.

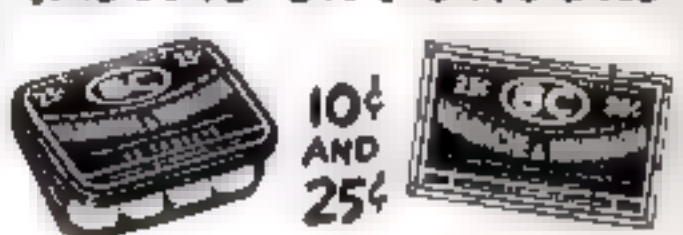
In Canada 11¢ 2 in-1



Nerve Racking HEADACHE?

take quick-acting "BC"

The same FAST relief in TABLETS OR POWDERS



FOR HEADACHES, NEURALGIC PAINS, MINOR MUSCULAR ACHES USE AS DIRECTED

CONTINUED ON PAGE 145

first showing of a fashion first!

Speidel
GOLDEN CHORD
Watch Bracelet

\$9.95
Suggested Retail Price

makes any timepiece a showpiece

Caravan by Jenkins

SPEIDEL GOLDEN CHORD... with its gleaming strands echoing the magnificence of hand-woven cords. All in a lavish Empire presentation box. The ladies' watchband that you, yourself, can attach! Yellow, pink or white...At Better Jewelers Everywhere.

SPEIDEL CORP., 80 SHIP STREET, PROVIDENCE, RHODE ISLAND

Hear the "Mystery Tune" on
Speidel's "Stop The Music"
Show 8:30 p. m. Eastern
Time A. B. C. Coast to Coast



When the judging begins

Judges who agree on a prize-winning steer may disagree on what constitutes a prize-winning pie. It's a matter of personal taste!

Similarly, the *whiskey* that tastes "best" to one man, may not to another. That's why, in suggesting that you try the delicate yet all-

important *difference* that distinguishes the flavor of Hunter, we do not insist that it *must* become your favorite.

But by all means try Hunter! For thousands of men who have tried Hunter once, have liked it instantly—and today prefer it to all others.

HUNTER

SINCE 1860

First over the Bars

LELAND HAYWARD CONTINUED

took the opportunity to introduce him to his clients, one by one."

Hayward claims that he knows most of his clients by their telephone voices, if not by their appearance. It is not unusual for him to run up \$200 worth of telephone tolls in one day. It is estimated that the calls he makes cost his organizations at least \$25,000 a year. Hayward neither knows nor cares much about his financial status. Every few years he confides to pals that he is "dead broke" at the moment. However in the bright lexicon of Hayward there is no such word as economy. After signing away most of his substance to Margaret Sullivan after their divorce last May he took an airliner back to New York the same evening, put in eight phone calls to California the next morning and flew back to Hollywood a few days later.

Hayward has been growing more dignified recently. Since making the acquaintance of "Slim" Hawks, divorced wife of the movie producer and erstwhile "Best Dressed Woman in America," he has spruced up. He no longer wears his hair in a crew cut and is more frequently seen in well-pressed suits. When he became vice president of Music Corporation of America three years ago, he moved out of his lushly cushioned Hollywood headquarters, where he spent most of his time sitting on the back of his neck in deep chairs, into an MCA office with imported paneling, old English sporting prints, porcelain and antique furniture. The MCA building suggests a mausoleum, and business there is conducted in the hushed atmosphere of great state funerals.

Hayward has a seven-year contract with MCA on a percentage basis and a share in MCA's complicated bonus system on future business. He admittedly joined MCA so that he could devote less attention to agency affairs and more to the airline and his stage productions. He seldom gets into the oldtime shouting affrays with movie bosses now, but when he does he still maintains the listless sophomore manner and Robin Hood philosophy which maddened them 20 years ago. When Goldwyn announced that he would never again employ Ben Hecht and that no other studio would, Hayward plunged into the brawl and eventually forced Goldwyn to sign a contract with Hecht and MacArthur which stipulated that he was not allowed to speak to them.

After he unveils *Tales of the South Pacific* on Broadway around January, Hayward expects to become a motion-picture producer. His project is to transport the entire cast of *Mister Roberts* to the Caribbean, put them aboard a Liberty ship there and shoot a movie version of the play. This will be Hayward's first venture as a producer of talking pictures, although he could have become one 15 years ago when Goldwyn offered him a producer's job and a share in the company.

Hayward will continue to serve some agency clients who are old personal friends, and perhaps even recruit a few new ones, with due prudence and caution. When he signed up the well-known writing team of Charles Brackett and Billy Wilder he sent a physician to give them a medical examination. They in turn sent a psychiatrist to examine Hayward.

The results must have been fairly satisfactory on both sides because Brackett and Wilder are now Hayward clients.



PRODUCER HAYWARD has had only good news on Broadway. *Tales of the South Pacific* is now being planned with Rodgers (center) and Hammerstein.



One Permanent Cost \$15...the TONI only \$2

Like the winsome Miller twins, you'll say your Toni Home Permanent is every bit as lovely as an expensive beauty-shop wave. But before trying Toni you'll want to know—

Will my hair take a TONI?

Of course. Toni waves any kind of hair that will take a permanent, including hair that is dyed, bleached or baby-fine.

Must I be handy with my hands?

Not at all. If you can roll your hair up on curlers, you can give yourself a Toni. It's as easy as that!

Will I go through that "frizzy-stage"?

Not with Toni. You'll have a frizz-free natural-looking wave right from the start. For Toni Creme Waving Lotion gently coaxes your hair into curls . . . leaves it soft as silk, with no kinkiness, no dried out brittleness, even on the first day.

How long will my TONI last?

Your Toni wave is guaranteed to last just as long as a \$15 beauty shop permanent . . . or your money back.

Will my TONI wave be loose or tight?

With Toni, you can have just the amount

of curl you want . . . from a loose, casual wave to a halo of soft ringlets. Just follow the simple directions for timing.

How much will I save with TONI?

The Toni Kit with plastic curlers costs only \$2. You can use the plastic curlers again and again. So, for your second Toni Wave, all you need is the Toni Refill Kit. It costs only \$1 . . . yet there's no finer permanent at any price!

Which is the TONI twin?

Pictured above are Ann and Jean Miller of Long Island, New York. Jean, the twin at the right, has the Toni. She says, "When Ann saw how beautifully my Toni Home Permanent turned out, she wished she had been the Toni twin. From now on, it's Toni for two at our house."



Tune in "Crime Photographer"

9.30 p.m., Eastern Time, Thursday, CBS.



BEFORE STORE OPENS A LINE HAS ALREADY FORMED AROUND BLOCK. WHEN DOORS OPENED A WOMAN ENTERED YELLING, "HEY DOORMAN, WHERE ARE THE ORCHIDS?"



WHILE CROWD PRESSES AGAINST DOOR OFFICIALS OPEN IT AND, PREPARE TO JUMP BACK

Life Goes to a Drugstore Opening

**Beguiled by performers, orchids and razor blades,
35,000 eager customers swarm through its doors**

To businessmen who do not operate in California the scenes shown here may seem an unnecessarily expensive way to advertise that a store is open for business. In the land of superstalesmanship, however, a Hollywood type opening is quite necessary. So the opening of Rexall's new drugstore in Los Angeles on Aug. 20 was merely a routine project, as necessary as marking goods \$2.99 instead of \$3. The 18 performers were brought in from Hollywood, the 3,000 orchids and 150,000 free razor blades were quickly snapped up by the crowd, the 10 search bags attracted the usual mob in the evening; the 10 policemen kept order, and the waiting ambulance did not have to be used because all the women who fainted were easily revived. The crowds were bigger than expected, however, some 35,000 people swarmed all over the place. At day's end Rexall could rest assured the opening had been just gish enough to remind Los Angeles that there was a drugstore on the corner of Crenshaw and Stocker. That was all the opening was intended to do, especially since this was, after all, only the second biggest drugstore in the world.



A YOUNG GIRL (ARROW) DIVES INTO THE MELEE AS PEOPLE FIGHT FOR THE FREE STATIONERY. TRAPPED, SHE LOWERS HER HEAD TO CHARGE (FIRST PICTURE), GETS



CRUSH OF BODIES TAKES PLACE WHEN AIRMAIL STATIONERY IS OFFERED FREE (USUAL COST, 29¢). FOR WHAT HAPPENED TO ONE CUSTOMER IN THE MELEE, SEE BELOW



BEATEN BACK (SECOND PICTURE), TRIES AGAIN (THIRD PICTURE) AND FINALLY, DISTRAUGHT AND BADLY MUSSED, SHE GIVES UP WITHOUT A SAMPLE (LAST PICTURE)



in
Utica "BODYGARD"
SLEEPERS

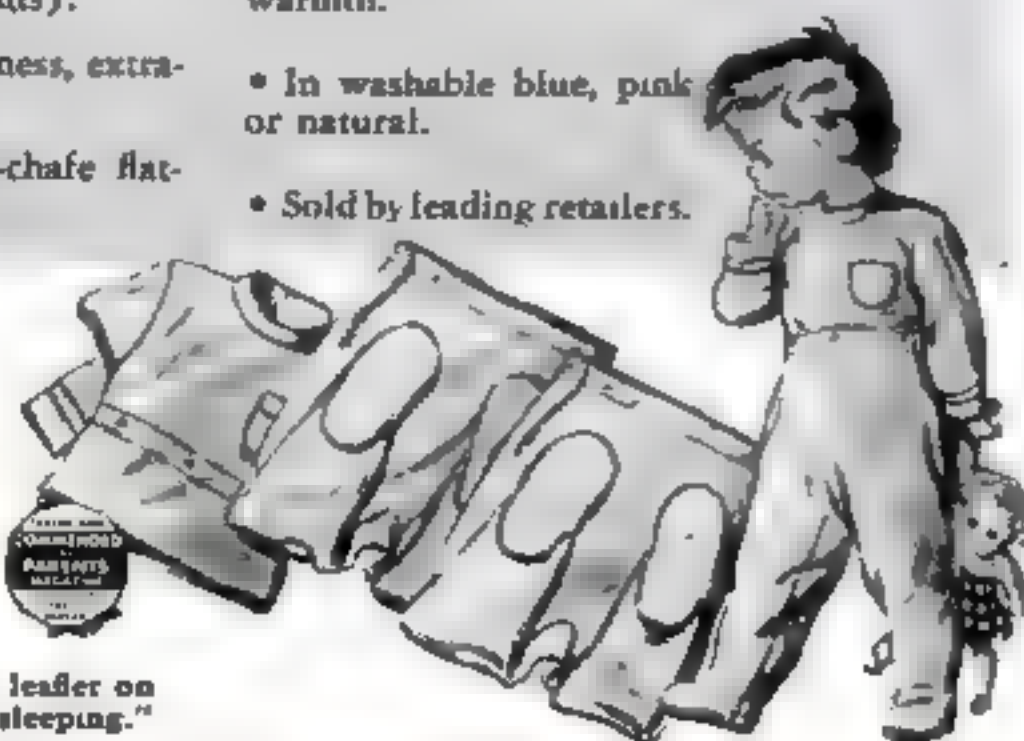


Your youngsters vitally need real "Bodygard" protection whether they're "rough and tumbling" it around the house or asleep with the covers kicked off! Skillfully knit of soft, extra-absorbent downy fleece fabric, cut full and roomy for non-binding, restful slumber. Sturdily made to be outgrown before they're outworn!

- In one and two-piece styles—or three-piece (with extra pants).
- Double-thickness, extra-strength feet.
- Smooth, non-chafe flat-lock seams.

- Skillfully knit for "body-breathing" comfort, warmth.
- In washable blue, pink or natural.
- Sold by leading retailers.

Extra convenient 3 piece Style 61 top, 2 bottoms for quick night-changes!



FREE: Colorful, informative leader on "helpful hints for healthful sleeping."

UTICA KNITTING CO., UTICA, N. Y. • ANNISTON, ALA.

Hollywood Opening CONTINUED



CUSTOMER GETS WHIFF OF FRENCH PERFUME FROM FRENCH SALESGIRL



"FIRST CUSTOMER," A MRS. AMELIA FINK, GETS AN ORCHID AND A GIFT



DANCING TEACHERS INSTRUCT THREE MEN BEFORE A SAMBA CONTEST

CONTINUED ON PAGE 151



GREAT CONTRIBUTIONS
TO GOOD TASTE

When Ice went on Wheels Better Food went on Tables

In 1878, a new kind of train sped out of St. Louis. Its cars were loaded with barrels of Budweiser kept cold and fresh by ice-filled compartments. Thus, the brewing industry had its first refrigerator cars—and Budweiser had begun its journey toward 'round-the-world fame. Later, in the 80's, the refrigerator car made it possible for all parts of America to have fresh meat, fruits, vegetables and other good things of life.

Today, the delicious foods from far and near that make your table inviting need one thing to highlight their flavors. Golden, bubbling Budweiser brings out the fine flavor of food without losing its own distinctive taste. Every sip tells you why it is something more than beer—a tradition in hospitality.



Budweiser®

TRADE MARK REG U S PAT OFF

ANHEUSER-BUSCH . . . SAINT LOUIS



YOU NEED SOMETHING THAT A BAKER MAKES TO MAKE EACH MEAL COMPLETE



NO OTHER FOOD gives you such a wholesome *combination* of good foods as do the things your baker bakes.

The milk and eggs and flour and sugar and other good things they're made with, make delicious bakery foods *mighty good for you* as well as wonderfully good eating.

That's why you need something that a baker makes to make each meal complete: completely *satisfying*, completely *nourishing*.

THE BAKERS OF AMERICA

... who do your baking for you with the same high quality ingredients you would use; bake fresh daily with the same care you would take.





MEL TORME (second from right), 22-year-old crooner, signs autographs for bobbysoxers while a happy Rexall advertising man tries to hold them back.



JIMMY DORSEY, still a favorite with the high-school set although he has been an orchestra leader for 28 years, is swamped by his admirers at opening.

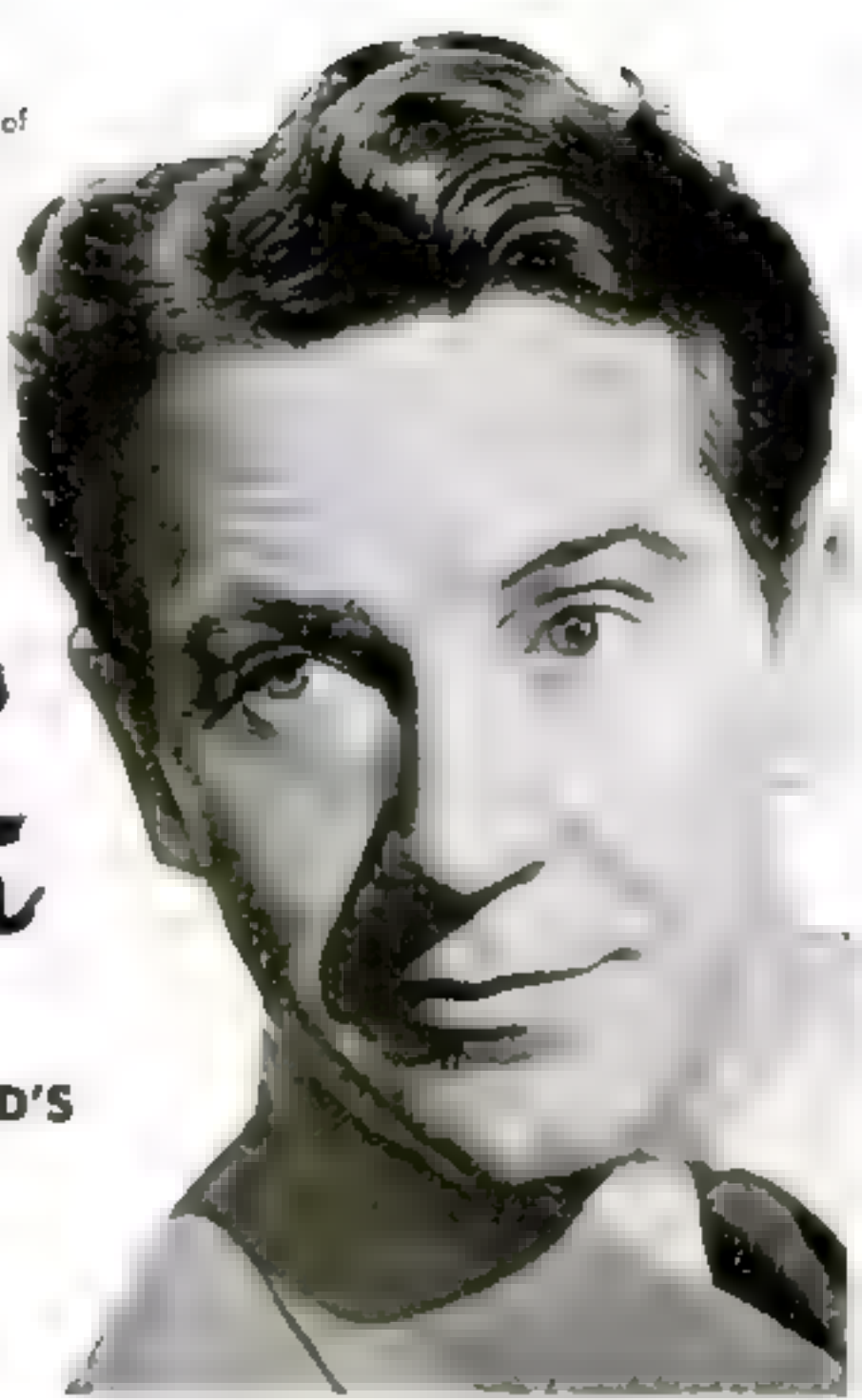


PETER LAWFORD, M-G-M actor, signs autographs with an air of inner sorrow carefully calculated to induce a state of gasping exaltation in teen-agers.

CONTINUED ON NEXT PAGE

Burgess Meredith, a top-rated star of stage and screen and member of the Aqua Velva After-Shave Club.

Join Burgess Meredith



IN ONE OF THE WORLD'S FOREMOST CLUBS



You'll enjoy your membership in the Aqua Velva After-Shave Club. Aqua Velva rescues the harshest shave. It tingles your skin to a healthier glow... its most agreeable scent is a pleasure to have around. It's good before and after electric shaving, too. Pick up a bottle of Aqua Velva today.

A FEW OF THE MEMBERS

- | | | |
|------------------------------|---------------------|-----------------|
| Wilfred Pelletier | John Erskine | Norman Rockwell |
| Major George Fielding Elliot | Sir C. Aubrey Smith | |

I'VE INVENTED A RAZOR THAT CHANGES BLADES BY RADAR!

SO WHAT? IT'S THE SHAVE THAT COUNTS!

MY NEW GEM RAZOR GETS WHISKERS AT THE BASE!

GEM RAZOR SETS \$1.25 and \$1.95
GEM BLADES 5 for 25¢

Avoid '5 o'clock Shadow' with GEM

HOW TO Remove Dandruff COMPLETELY



1 APPLY FITCH directly from bottle onto the hair and scalp before any water is added. Massage well with hands, making sure shampoo reaches each part of the scalp.



2 ADD WATER gradually, continuing to massage. Remove the cleansing lather. Then continue to add water and massage until no more lather forms.



3 RINSE THOROUGHLY. Fitch Dandruff Remover Shampoo washes out quickly in plain water. No special after-rinse is needed. Set the hair and dry.



4 FINISHED HAIRSTYLE is soft, lovely and sparkling with natural highlights. Hair is free of all dandruff and easy to manage.

FITCH DANDRUFF REMOVER SHAMPOO REMOVES ALL DANDRUFF . . . both the loose, flaky kind other people see, and the invisible, irritating kind you feel. It's the ONLY shampoo made with insurance company guarantee to remove dandruff on the first application. Enjoy sparkling hair that's free of dandruff. Have professional applications or buy economical Fitch at drug counters.

FOR THE MEN in your family, get Fitch Ideal Hair Tonic. It loosens up 'tight' scalp . . . relieves itching and loose dandruff. Not sticky or greasy. Just a few drops of it each day insure that well-groomed look.



Fitch DANDRUFF REMOVER SHAMPOO



NOW! *Shepherd* BRINGS YOU SHRINK-PROOF WOOL SWEATERS!

Imagine! Your soft, beautifully made Shepherd sweater set will wash easily as your nylon stockings! Keeps its lovely fit, needs no tedious re-shaping after washing — for the exclusive KROY process takes the shrink out of the wool itself! It can't shrink . . . stays band-box fresh for life. In smart new Fall colors, of fine zephyr wool, sizes 34 to 40. Cardigan, about \$7. Slipover, about \$5.



Send for your free copy of "Sweater Styles With That Slim Look"

Shepherd KNITWEAR CO., INC. • 1410 Broadway, New York 18
Shepherd Sweaters • Cruise Aid T-Shirts • San Goddess Swim Fashions



A REFRIGERATOR STORE OPENS

When a San Diego refrigerator store opened a new addition the owner had a model pose atop a 100-foot-high sign. By day she wore a bathing suit (above), by night an evening gown. Although floodlights played on her she went unnoticed for a week. Suddenly someone spotted her, and crowds got so big the cops had to stop the stunt as a traffic hazard. Her mission successfully accomplished, the model climbed down, got into a chauffeur-driven convertible and was whisked away.

ONLY

Sunbeam

AUTOMATIC

MIXMASTER

REG. U. S. PAT. OFF.

Sunbeam CREAMY-FLUFF
MASHED POTATOES

has all these advantages ...



Exclusive MIX-FINDER DIAL

You have the correct mixing speed right at your fingertips. All the every day mixing speeds are plainly indicated. Easy-to-see, easy-to-set and scientifically right. And you know the results will have that success secret of delicious foods. EVEN mixing every time.



You can make Sunbeam creamy-fluff mashed potatoes in either of two ways, whichever you prefer. (1) Mash and whip them right at the stove in the utensil in which they were cooked by using Sunbeam Mixmaster portably, as shown

above. (2) Transfer the boiled and drained potatoes to the large Mixmaster bowl, then mash and whip them with the Sunbeam Mixmaster right on its stand.

Use No. 2 speed and lift the beaters up and down, which will chop the potatoes into bits. Add one-half cup hot milk and one tablespoon of butter and seasoning as desired for each 2 pounds of potatoes. Now use No. 5 speed for about three minutes, to get that final airy-light, taste-tempting deliciousness that makes Sunbeam mashed potatoes so famous.

Exclusive AUTOMATIC BEATER EJECTOR



Tilt the handle—out drop beaters individually, for easy cleaning. No pulling. No messy fingers.

Exclusive POWERFUL MOTOR

Because MIXMASTER has a powerful, patented governor controlled motor, the beaters automatically maintain Full Power on all speeds at all times.



With Automatic Power Control the beaters never vary their speed as batter thins-out or thickens-up whether set slow or fast, for EVEN mixing.

JUICE EXTRACTOR

You don't attach it—just set it on when needed. Gets all the juice quickly, easily.



There is no substitute for Sunbeam Mixmaster. It has all these exclusive features that save time and arm-work, and put EXTRA deliciousness into your cooking and baking. Over four million enthusiastic users are its best advertisement.

Though tremendous popularity has made them scarce, despite constantly growing production—hold to your purpose. Be sure your mixer is the original and the ONLY Mixmaster. There's only one by that name. See your dealer.

© SUNBEAM CORPORATION, Dept. 53, Chicago 50, Ill. • Canada: 321 Weston Rd., So., Toronto 9. Famous for Sunbeam Toaster, Ironmaster, Coffeemaker, Waffle Baker, etc.

a natural for neighbors



The Good Neighbor Policy is perfectly expressed when you serve Kentucky Tavern. Partner of good taste, it's the finest of all fine whiskies. Glenmore Distilleries Company, Louisville, Kentucky

KENTUCKY TAVERN

NO OTHER BOND CAN MATCH THAT KENTUCKY TAVERN TASTE

© 1948 S. W. CO.



WITH SCORCHED REMAINS OF THE SATTERLEE BEACH HOUSE FOR SETTING, THREE DANCERS IMPERSONATE WIND AND FLAMES THAT DESTROYED ESTATE LAST YEAR

FIRE DANCERS

Ballet students romp among ruins
the big blaze left in Bar Harbor

In their own way the three girls above are re-enacting one of the worst disasters in American history. A year ago, near this spot in Maine, a fire broke out, swept across Mt. Desert Island through a cluster of millionaires' estates in Bar Harbor, did about \$25 million worth of damage. Where the big estates once stood, youngsters of the Bar Harbor Dance School, who are taught to get ideas from their surroundings, now pose and pirouette in the ruins, playing at being the big fire of '47.

The summer dance school, which is at nearby Hulls Cove, is run by an Italian lady named Angiola Sartorio, once the boss of the Rome Opera Ballet. She likes to get her students to do dances not only about fires but about the dawn, rebirth and mists coming from the sea. The island natives are accustomed by now to stumbling over dancers cavorting in the countryside and have become so interested in them that they stop on their rounds (p. 159) to watch the students in their classrooms.

LIKE 'EM DRY?

(FREE FROM SWEETNESS)



THEN MAKE 'EM DRY

(SMOOTH AND SATISFYING)



USE ANGOSTURA BITTERS

Dryness in a drink sharpens your taste ... allows you to enjoy the full flavor of all the ingredients without cloying sweetness. It's easy to give any drink that superb dry quality. Simply add a dash or two of Angostura bitters, that incomparable secret blend of tropical herbs and spices. For smooth satisfaction in all drinks (cocktails, straight whiskey, long drinks or soft) when you fix 'em at home — or order them when out — don't forget Angostura.

FOR EXTRA DRYNESS—USE MORE BITTERS!

SPECIAL OFFER FAMOUS PROFESSIONAL MIXING GUIDE



Mix 'em like an expert! 96 pages, 250 recipes. Used by leading bartenders! Send 10¢ to cover handling. Angostura-Wuppermann Corp., Dept. L-5, 304 E. 45 St., N. Y. 17, N. Y.

ANGOSTURA
TRADE MARK
REG. U.S. PAT. OFF.
AROMATIC BITTERS
32 INTERNATIONAL AWARDS FOR MERIT



BY MOUNTAIN LAKE two of the dancers symbolize new tree growth in the island's burnt forests. This is part of new dance based on cycle of seasons.



IN SCULPTURE COURT of boarded-up E. B. McLean mansion, one of the few near Bar Harbor that escaped destruction, students play "living statues."

"Why not more variety, Mother?"



"Why wear the same stocking for all occasions, when WUNDERHOSE offers such a wide choice of hosiery styles?" Yes, bright young things, and their mothers; and their kid sisters are learning that WUNDERHOSE nylons—seam free, full-fashioned, tailored seam—suit any occasion, any

activity, any budget. And don't forget those playtime Durene cotton anklets, in an artist's palette of pretty colors!



Wunderhose

RICHMOND HOSIERY MILLS, ROSSVILLE, GA.
WUNDERHOSE • EVERWEAR • ARROWHEAD



THE DELUXE QUALITY GIVES A FAST, HIGH-EST GLOSS SHINE

The New Look for SHOES

WHITEMORE'S
SHOE DRESSINGS

POPULAR COLORS FOR ALL SMOOTH LEATHERS



A MASTERPIECE OF PRECISION



La Cross Cuticle Scissors—fine needle-point blades nip tiniest corners easily, cleanly. At leading stores, \$2.50

La Cross

SCHNEPP & SONS, CORPORATION, 540 FIFTH AVENUE, NEW YORK 20

Milliken

*turns toward Fall with a one of a kind worsted suiting
handled with beautiful effect by a famous tailor.*

*Milliken woolens and worsteds (100% virgin wool) are
the medium for fine fashions country-wide—in the
hands of recognized designers—in the hands of
smart home sewers. There's a Milliken
fabric for all your fall fashion plans.*

*Ask for Milliken in the clothes you buy
in the fabrics you sew.*

*MILLIKEN Fabrics, 450 Seventh Ave.
New York 1, New York*





Angel Face flattery smooths on with its own puff! No Water! Not Greasy!



With puff
89¢
plus tax

Newest kind of new Make-up!
... it's Foundation
and Powder—all in one—

Angel Face
by POND'S

New—Angel Face gives your skin a velvety, sweet-tinted glamour instantly . . . *easily*! Needs no water . . . no greasy foundation . . . no loose powder. It's the *only* kind of make-up that is actually foundation and powder all in one!

New—Stays on—much longer than powder! POND'S Angel Face contains a "cling" ingredient that gives a smooth, *lasting* finish. Never drying . . . never greasy.

New—Can't spill over your handbag or dark clothes! Carry Angel Face with you everywhere and smooth it on *anytime*—no matter where you are! Choose from 5 heavenly shades—*today*!

Society Beauties say:

"Angel Face is marvelous! Just a few seconds for a complete, flattering make-up. No water, no extra foundation—and Angel Face never spills over handbag or clothes. I carry it *always*!"

MRS. NICHOLAS R. DU PONT

"I've never loved any make-up as I do POND'S new Angel Face! It smooths on so *easily*—and the velvety color *stays on*!"

THE LADY BRIDGETT POULETT



ICEMAN PAUSES on his rounds to watch Dancer Carmen Salis. Two other daily visitors are the milkman and a hound dog who comes promptly at 5 p.m.

"HALGAR'S Bu-Tee-Wave HOME PERMANENT IS SENSATIONAL!"

Say enthusiastic users who have made millions of glamorous curls with this amazingly new and different HOME PERMANENT.

it's guaranteed by
GOOD HOUSEKEEPING
MAGAZINE



Bu-Tee-Wave IS THE MACHINELESS HEAT METHOD IT IS NOT A COLD WAVE!

THERE'S NO NEUTRALIZING—NO GUESSWORK—NO TURBANS—
NO TIMING—NO ODOR—NO SOAKING YOUR HEAD FOR HOURS

Women from coast to coast are adding their seal of approval to this highly endorsed home permanent. You, too, will acclaim Bu-Tee-Wave for its wonderful speed, ease, simplicity and amazingly thrilling results.

ONLY 24 CURLS required for a complete and glamorous permanent.

With Bu-Tee-Wave's lanolized solution, curls and waves are gently steamed into your hair... and no reconditioning rinses are required.

Bu-Tee-Wave gives you a complete permanent IN A LITTLE OVER TWO HOURS FROM START TO FINISH. Just unwind the curlers and comb your hair into gorgeous natural waves which will give you months of "permanent" satisfaction.



Complete Set **\$3⁹⁸** Plus 3c Fed. Tax
Refills for Future Waves
\$1²⁰ Plus 3c Fed. Tax

At leading drug and department stores, also Ward's catalog. If not yet available in your city, send remittance. Shipment will be made via parcel post prepaid.

HALGAR, INC., 261 E. GRAND AVE., CHICAGO 11, ILL.
Available in U. S. A. only

WINTHROP'S

Wing-flo Tip

Here's but one variation in Winthrop's Wing-Flo series—a new tip treatment that is distinctively different, definitely correct, exclusively Winthrop. Wing-Flo is setting a new trend in men's shoe styling. Take a "tip" from Winthrop... see your local dealer.

Winthrop Shoes for men
\$8.95 to \$15.95
(Some Higher)

Winthrop Jrs. for boys
\$6.95 to \$8.95
(Sizes 1 to 9)



WINTHROP

SHOES



WINTHROP'S ACTION-FREE
Winthrop's exclusive Action-Free construction assures perfect flexibility from the very first step and will provide smooth, cushion-comfort throughout the long life of the shoe.

FOR FREE STYLE BOOKLET
WRITE DEPT. "S"

Winthrop Shoe Co. • Div: International Shoe Company • Saint Louis.

MISCELLANY

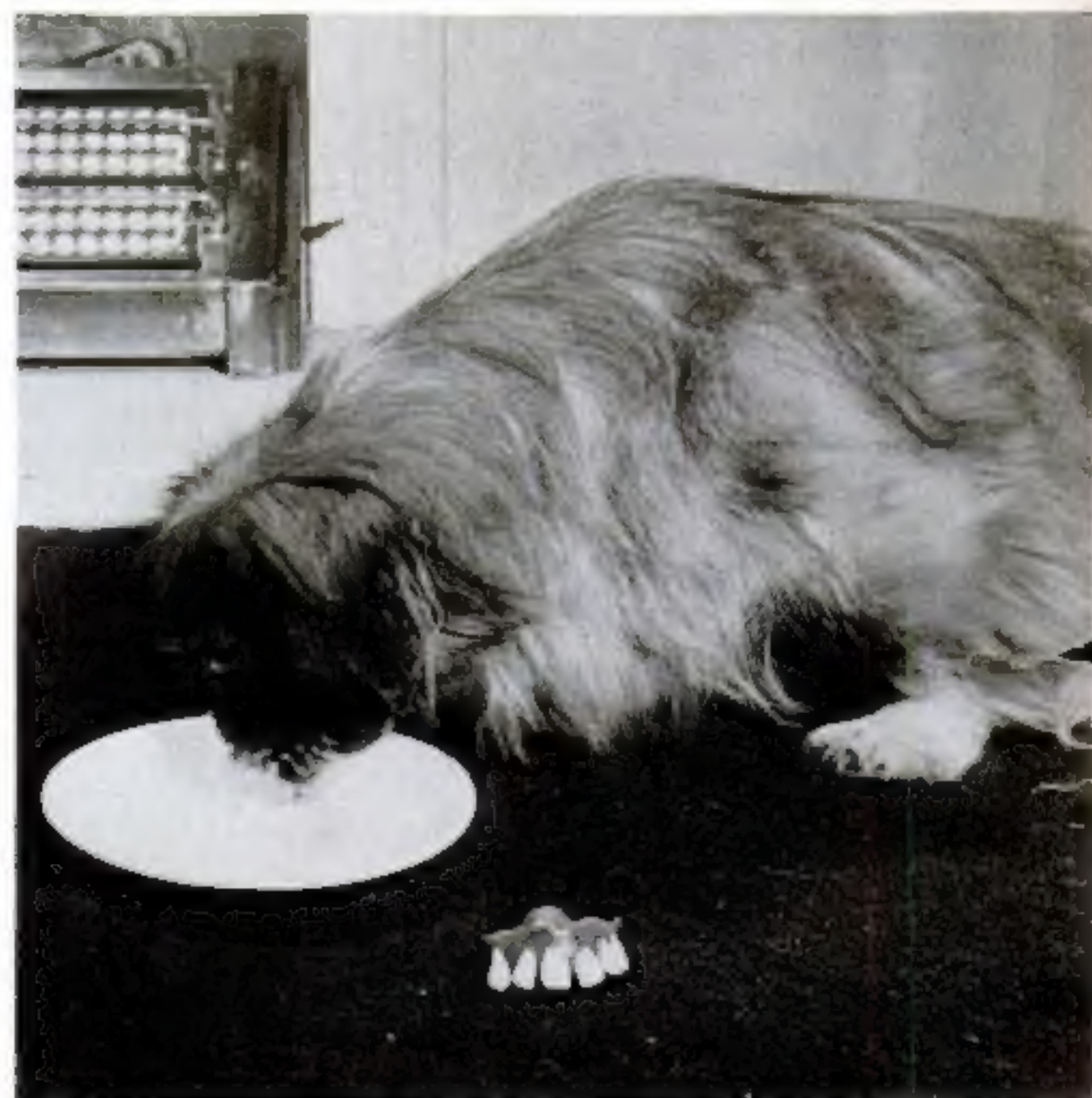


PEEKO LIKES TO EXHIBIT HER STORE-BOUGHT MOLARS TO STRANGERS

PEKE HAS FALSE TEETH

London pet's uppers are strictly for display

"If you have never seen a dog with false teeth," Columnist Noel Whitcomb recently wrote in the London *Daily Mirror*, "let me tell you that this can be a terrifying experience." He was right. Ten-year-old Peeko (above) owes her false uppers to her owner, Deen Moray, a London theatrical producer, and a dentist friend who fitted the Pekingese with a plate and more or less human teeth "as a gag" after the natural ones had departed with age. Peeko does not eat with them but seems to enjoy wearing them regularly for display. She has no lowers, false or otherwise.



OWNER REMOVES TEETH WHEN PEKE IS READY FOR HER MEALS OR SLEEP

Fire engines that fly!



1 "I knew that seaplane wasn't just pleasure-hopping," writes Anthony Fassel, a friend of Canadian Club, in Canada. "In the North Woods, the landing of an Ontario Forest Service plane often means—fire! I was talking with a Forest Ranger when the plane came down on a near-by lake. A fire had been spotted from a lookout tower—and here was the 'fire-engine' on the job."



2 "Some of the crew quickly filled pack pumps with water at the lake's edge. Slinging them on their backs, they raced inland toward the blaze. The rest of the fire-fighting crew set up the portable, gas-powered water pump on the shore and ran a hose line inland."



3 "A flaming tree got the first water attack. Those flying fire-fighters know their business. They have to! Once a fire gets a start, it can travel 30 miles an hour. Soon the flames were under control. After checking the spread of the fire, the crew wet down the surrounding fire area."



4 "This outfit is the largest of its kind," said my friend back at the lodge over Canadian Club highballs. "We Canadians are proud of it, and we're proud of our Canadian Club, too."

5 "Wherever I travel," I told him, "and that's practically everywhere... your Canadian Club Whisky is proudly offered as the best in the house. People of every land seem to prefer the distinctive taste of Canadian Club and treasure every bottle of it. You Canadians have good reason to be proud of such a fine whisky. And personally, I'm mighty glad I can count on finding Canadian Club all over the

world because it's always been my favorite!" Why this worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon. It is equally satisfying in mixed drinks and in highballs, so you can stay with it all evening long... in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.

IN 87 LANDS NO OTHER WHISKY TASTES LIKE

"Canadian Club" MADE IN CANADA BY HIRAM WALKER

Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky. 90.4 proof



"I like a Milder cigarette
that's why I smoke Chesterfield"

Celeste Holm



WHY... I smoke Chesterfield
(FROM A SERIES OF STATEMENTS BY PROMINENT TOBACCO FARMERS)
"I'm a confirmed Chesterfield smoker because...
as the most skeptical will agree once they try a pack
... **THEY SATISFY.**"
"Liggett & Myers are always the first in there to
buy good tobacco and invariably pay the highest prices."

A. P. Jones

TOBACCO FARMER—MT. STERLING, KY.

See Celeste Holm in
"THE SNAKE PIT"
a 20th Century-Fox Production

ALWAYS BUY ABC CHESTERFIELD

ALWAYS Milder BETTER TASTING COOLER SMOKING
RIGHT COMBINATION WORLD'S BEST TOBACCOS